

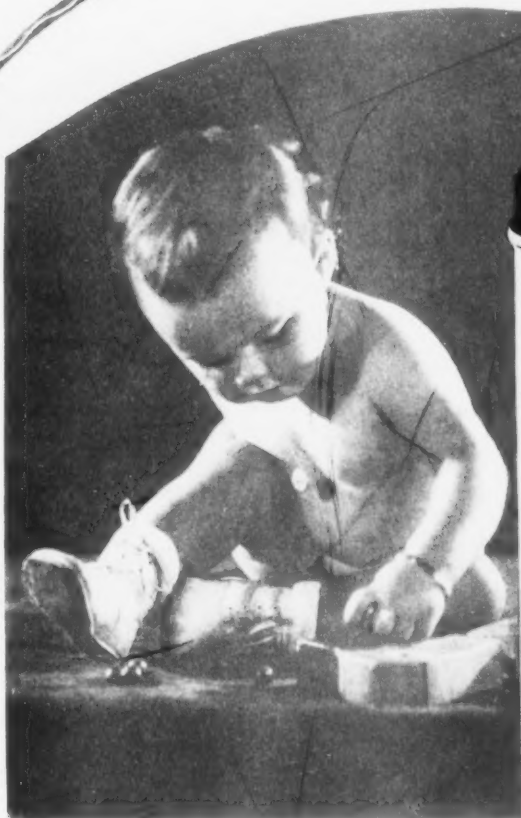
The American Perfumer

and Essential Oil Review

PERFUMER
PUB. CO.
NEW YORK

LIBRARY
RECEIVED
NOV 28 1934

U. S. Department of Agriculture
SEPTEMBER
NINETEEN
THIRTY-FOUR



See also page 9

AMERICAN CAN COMPANY



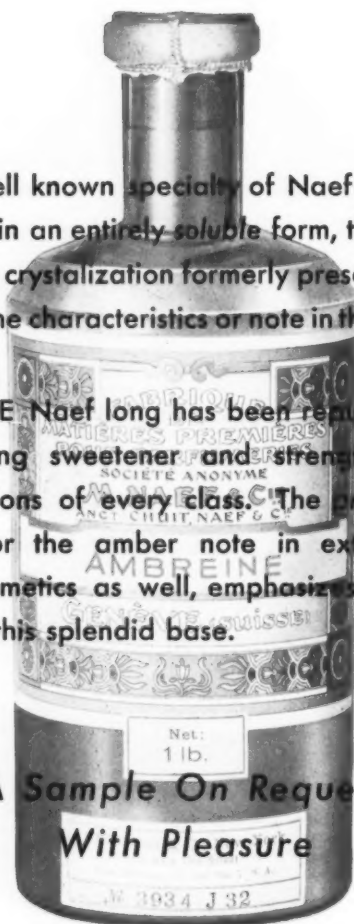
13
19
\$
7

AMBREINE

M. Naef & Co.

THIS well known specialty of Naef is now offered in an entirely soluble form, thus eliminating the crystallization formerly present without altering the characteristics or note in the slightest.

AMBREINE Naef long has been reputed as the outstanding sweetener and strengthener for compositions of every class. The present day vogue for the amber note in extracts and many cosmetics as well, emphasizes the great utility of this splendid base.



A Sample On Request
With Pleasure

UNGERER & CO.

13-15 West 20th Street

NEW YORK

Contributing Editors

DR. CLEMENS KLEBER
Clifton, N. J.
ESSENTIAL OILS

DR. HARVEY A. SEIL
New York
SYNTHETICS

DR. EDGAR G. THOMSEN
Winona, Minn.
SOAPS

BERNARD H. SMITH
Brooklyn, N. Y.
FLAVORING EXTRACTS

MAISON G. DE NAVARRE
Detroit
TOILET PREPARATIONS

HOWARD S. NEIMAN
New York
PATENTS, TRADEMARKS
AND COPYRIGHTS

LEROY FAIRMAN
New York
MERCHANDISING

DANIEL B. HASSINGER
New York
PACKAGING

Published Monthly by
PERFUMER PUBLISHING CO.
432 Fourth Ave., New York

Telephone
BOgardus 4-4416
Cables: AMPERFUMER
Codes: ABC, 5th Edition

LOUIS SPENCER LEVY
President and Treasurer

Washington Bureau:
C. W. B. Hurd
715 Albee Building

SUBSCRIPTION RATES
The United States \$3.00 a Year
Single Copies 30 Cents

All Foreign Countries and
U. S. Possessions \$4.00 a Year
Single Copies 40 Cents

CONTENTS

for

SEPTEMBER, 1934

Tax Question Coming to the Fore.....	327
Flavoring Extract Code Approved	329
How Promotion Works for the Manufacturer, by Edna Colladay Pierce	330
Recent Products and Packages	332
A New High for Perfume Packages, by Ruth Hooper Larisson	336
Protective Wrappers for Soap, by Paul I. Smith....	339

EDITORIALS

"I Know No Way of Judging of the Future But by the Past".....	340
Self Censorship of Advertising.....	341
Face Powder, by Ralph H. Auch.....	343
Cosmetic Follies	346
Florida Tangerine Oil, by E. K. Nelson.....	347

TRADE NOTES	350
Code Authority Assessment Plan Approved.....	353
Lever Starts More "Lifebuoy" Suits.....	354
Gardner Outlines Advertising Censorship Plans....	355
Soap Code Assessments Being Made	357
Coming Conventions.....	358
N. W. D. A. to Meet at White Sulphur Springs.....	358
Chicago Trade Notes	368
New Equipment and Installations	370
New Products and Materials	370
Circulars, Price Lists, etc.	371
New Incorporations and Business Records	372
Canadian News and Notes	373

PATENT AND TRADE MARK DEPARTMENT...	376
-------------------------------------	-----

MARKET REVIEWS AND NEW YORK MARKET PRICES	378
Crop Report on Floral Products	380
Desiderata, by Maison G. de Navarre	382

The
American Perfumer
and Essential Oil Review

Trade Mark Registered U. S. Patent Office

VOL. XXIX

No. 7

Copyright 1934—Perfumer Publishing Co.

Facts ... odd and interesting



R. W. Wilmer

A Queen's Diversion

In the days before fine perfumes could be purchased at the corner drug store, the compounding of pleasing odors was a queen's diversion. Queen Elizabeth had her own still room, as did Madame Du Barry, and Elisabeth of Hungary. England's Elizabeth leaves us an unusual formula—a pomatum made from apples mixed with the fat of a young dog; while the Hungarian queen created "Hungary Water," which proved such a successful preservative that at the age of 72 she was asked in marriage by the King of Poland!

ANOTHER INTERESTING FACT

"Everclear" Alcohol is acknowledged by outstanding manufacturers and chemists to be the perfect solvent for all floral and essential oils.



AMERICAN COMMERCIAL ALCOHOL CORPORATION

405 Lexington Avenue - - - New York, N. Y.

Plants: Pekin, Ill.; Philadelphia, Pa.; Gretna, La.; Sausalito, Cal.
Sales offices in most large cities. Warehouse stocks carried at
all principal consuming points



The American Perfumer

and Essential Oil Review

SEPTEMBER, 1934

Established 1906

Copyright 1934—Perfumer Publishing Co.

Vol. XXIX, No. 7



Tax Question Coming to the Fore

*Washington Anticipates No Cut in Excise
Taxes and Some Look for a
Demand for Higher Rates*

WASHINGTON, Sept. 13.—Secretary of the Treasury Morgenthau has gone to great lengths to explain that no decision has been reached with respect to new taxes and that a thorough study of the situation is being made by Professor Roscoe McGill, his special assistant on taxation. The sources of taxation are limited, however, and readers of THE AMERICAN PERFUMER would hardly welcome the news that "luxury" taxes of 10 per cent on perfumes and cosmetics and of 5 per cent on dentifrices were to be continued for another year.

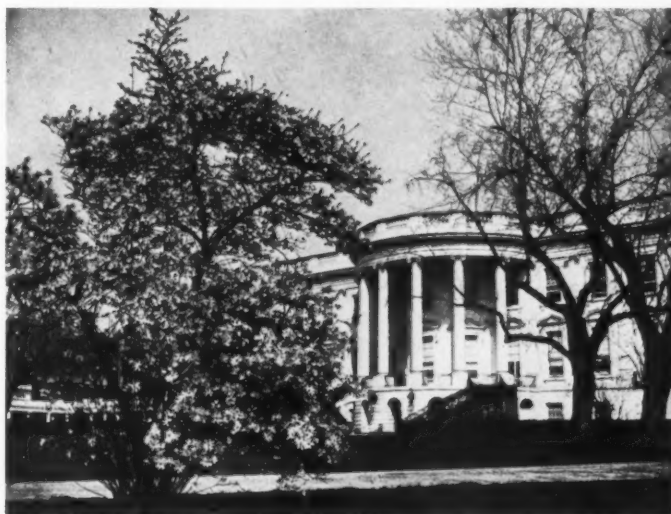
Figures which will have been made public by the Bureau of Internal Revenue by the time this report is printed, show that during the fiscal year 1934, tax collections on perfumes, toiletries, cosmetics, etc., aggregated \$10,813,471. Of this amount, \$7,001,426 was derived from the 10 per cent tax on perfumes and cosmetics and \$3,812,044 from dentifrices and soaps. The 1934 collections compare with a total of \$9,602,539 derived from the same sources during the preceding fiscal year and reflect an increase of \$1,210,931.70 over the first year during which the taxes were applied. From the standpoint of the federal government this is a favorable showing and fiscal authorities said they were gratified.

Still Below Estimates

Even with the increase during the second year, however, the collections remained substantially below Treasury Department estimates of what would be derived from the new taxes at the time of their enactment in 1932. It

was then predicted that the 10 per cent and 5 per cent levies on perfumes, cosmetics, dentifrices, toilet soaps and the like would yield annual revenues of \$13,500,000.

Remembering contentions of the industry at the time the new "luxury taxes" were under consideration that they could not be absorbed by the manufacturer or retailer and would have to be passed on to consumers with resulting detriment to the volume of business, your correspondent asked Internal Revenue officials to what extent, in their opinion, the tax had interfered with sales, as indicated by the failure of collections to meet expectations. The answer given was that the Bureau was concerned only with collecting the tax. Similar inquiry at the Treasury Department



merely elicited the reply that it was any one's guess.

That section of the present tax law referred to reads:

"There is hereby imposed upon the following articles sold by the manufacturer, producer or importer a tax equivalent to 10 per centum of the price for which so sold:

"Perfumes, essences, extracts, toilet waters, cosmetics, petroleum jellies, hair oils, pomades, hair dressings, hair restoratives, hair dyes, tooth and mouth washes (except that the rate shall be 5 per centum), dentifrices (except that the rate shall be 5 per centum), tooth pastes (except that the rate shall be 5 per centum), aromatic cachous, toilet soaps (except that the rate shall be 5 per centum), toilet powders, and any similar substance, article or preparation by whatsoever name known or distinguished, any of the above which are used or applied or intended to be used or applied for toilet purposes."

Prospect of Increase?

When these "luxury" taxes were first proposed they were approved by Democrats and Republicans alike. Sen. Reed of Pennsylvania twitted Democratic sponsors of the soap tax for regarding that product as a luxury but it was enacted. That was more than two years ago and, although the levies were to last for but a year *the question now asked in Washington is not whether they will be continued for another year but whether they are to be INCREASED.* A correspondent attempting to predict what action will be taken in this connection would be courting disaster but it is the consensus of observers with many years of watching government financing that the next Congress will vote some increase in taxes over existing levels. Never before in peace times has the government been in such need of revenues; never was there greater pressure on the government for more spending. Moreover, it is pointed out that having once become accustomed to revenues of \$10,000,000 a year from perfumes, cosmetics and toiletries, fiscal authorities in both the administrative and legislative branches are loathe to "sacrifice" them. The articles taxed come to be considered as "legitimate sources of revenue" and the fact that onetime luxuries may become current necessities may be forgotten.

It is pointed out in the latest report to President Roosevelt by Donald R. Richberg, secretary of the Executive Council, that the public debt increased from \$20,936,000,000 on March 5, 1933, to \$27,065,000,000 on August 15, 1934, an increase of \$6,129,000,000 in a little over a year. Arthur Ballentine, former Undersecretary of the Treasury, and on the opposite side of the political fence from Mr. Richberg, contends there is no question of the nation's ability to pay off this indebtedness but that it will take considerable time and work some hardship on business and the general public alike.

Stretching the Tax Rulings

A consideration of paramount importance to readers of these columns is the apparent tendency, in the face of the almost unprecedented need for revenues, to include among taxable items, by interpretation and ad-

ministrative rulings, products not designated for such treatment in authorizing legislation. Manufacturers of water softening materials have recently been made only too aware of this contingency. As pointed out editorially by THE AMERICAN PERFUMER in its August issue, the Bureau of Internal Revenue in 1932 ruled that water softeners like bath salts were taxable at ten per cent as toilet articles but only where held out advertised for use in the bath. The Bureau now finds that water softeners are by implication intended for use in the bath and are taxable at the same rate regardless of the use for which held out or advertised.

The Bureau insists that this is no new ruling or interpretation but that it has only now begun to be applied or enforced. Although, judging from the trade reaction, this explanation is hardly acceptable, the important thing as viewed by observers here, is that the action opens up a broad field of interpretation by which taxes not originally stipulated by Congress may be imposed.

Fiscal Position of Government

Events of the past few weeks, coupled with the recent resignation of Budget Director Lewis W. Douglas, have focused attention upon the fiscal problem of the government as at no time since the present Administration came into power. Such interest is unusual coming nearly four months in advance of the President's regular message to Congress on the subject. But it is also unusual for internal revenue collections to be running nearly \$450,000,000 behind Federal expenditures during the first two months of the fiscal year and for the Budget Director, a great admirer of President Roosevelt, to tender his resignation for the reason, as told to this correspondent by a high administration authority, that he was "out of step with the government's spending program".

Many were the conflicts between the administration's policies on federal spending and Mr. Douglas' own "pay as you go" conception. It is hardly necessary to detail them all here or judge on which side the greater merit lay. It was enough for Mr. Douglas that the Federal Government was spending money beyond its capacity to pay for some time to come, unless taxes were to be increased to the point where they would defeat their own purpose and this seemed definitely out of the picture.

Position of Mr. Douglas

What was particularly objectionable to Mr. Douglas was the conspicuous absence of any signs indicative of an intention to curtail emergency spending materially at any time in the near future. On the contrary, all evidence pointed in the opposite direction. Secretary Ickes made no secret of his belief that public works expenditures at the rate of about \$500,000,000 annually should be permanently incorporated in our national economy. He went further to say that his suggestion was regarded favorably by an inter-departmental committee of recovery experts. Several pieces of social legislation, including unemployment insurance and old age pensions already have tentatively been placed on

(Continued on Page 348)

Flavoring Extract Code Approved

Code Authority Granted Power to Ban Destructive Price Cutting and Misleading Advertising

WASHINGTON, Sept. 15.—Appointment of a special joint committee representative of the industry, the government and the consumer to study the possibilities of establishing standards and classifications of quality of products is provided in the Code of Fair Competition for the Flavoring Products Industry which has been approved by Gen. Hugh S. Johnson, Recovery Administrator following protracted negotiations.

The code was approved Sept. 7 and went into effect on Sept. 17. The Code Authority soon to be designated, is directed by the code to appoint the classification and standards committee within a month from the effective date of the code. Its findings, to be submitted to the Administrator within six months from the time of its creation, are to be made a part of the code and binding on the entire Flavoring Products Industry following hearings and approval of the committee's recommendation by the Administrator.

Recommendations from the committee regarding classifications and standards will be directed both to products and their containers and will mark the first concerted effort in this direction by the industry as a whole.

Principal sponsors of the code were the Flavoring Extract Manufacturers Association of the United States, National Association of Manufacturers of Fruit and Flavoring Syrups and the National Manufacturers of Soda Water Flavors.

Deputy Administrator Praises Code

"NRA expects the Flavoring Products Code to benefit the Industry as a whole as well as its customers and its workers," Armin W. Riley, Deputy Administrator in charge of the new compact, told THE AMERICAN PERFUMER. "Standardization of employment conditions and elimination of long-standing abuses are expected to go a long way to stabilize the industry. Inclusion in the code of provision for grades and standards of quality, packaging and labeling, contemplated by the section requiring a committee to investigate and report upon this question, has the hearty approval of consumer organizations. Labor will receive more money for shorter hours and working conditions will be considerably improved.

"The trade rules are those recommended by NRA as meeting the worst conditions generally found in commerce—commercial bribery, false invoices, destructive price cutting, false advertising, misuse of discounts, forced sales, secret rebates, lottery features in use of prizes and premiums, unfair use of advertising allowances, sales below cost and so on. NRA experience has proved that the rules adopted by the Flavoring Products

Industry have effectually eliminated these abuses in other industries."

In a letter to President Roosevelt transmitting the code, General Johnson said it would mean a spread in employment of 14½ per cent of which 9 per cent already had been brought about through acceptance by the industry of the President's Reemployment Agreement. An increase in wages of 23 per cent also was predicted to result from the code, 3 per cent of which had been accomplished under the basic reemployment agreement.

The code contains the usual work day and work week provisions of eight and forty hours respectively, with exceptions for special classes of workers.

Trade Practice Provisions

Among unfair trade practices forbidden by the code are the granting of quantity prices except where reasonably justified by conditions, unearned service payments, commercial bribery, cash discounts, false billing, false price statements or false statements about a competitor, destructive price cutting, inaccurate advertising, granting of prizes and premiums where the act involves fraud, deception or lottery, and making rebates on floor stocks in event of declines in seller's price except under special circumstances recognized in the code.

Destructive Price Cutting Banned

"Wilfully destructive price cutting is an unfair method of competition and is forbidden," the code states. Any member of the industry or any other industry or the customers of either may at any time complain to the Code Authority that any price constitutes unfair competition as destructive price cutting imperiling small enterprise or tending toward monopoly or the impairment of code wages and working conditions. The code authority shall within five days afford an opportunity to the member of the industry to answer such complaint and shall within fourteen days make a ruling or adjustment thereon. If such ruling is not concurred in by either party to the complaint, all papers shall be referred to the Research and Planning Division of the NRA which shall render a report and recommendation thereon to the Administrator.

"When no declared emergency exists as to any given product, there is to be NO fixed minimum basis for prices. It is intended that sound cost estimating methods should be used and that consideration should be given to costs in the determination of pricing policies."

The code provides further that the Code Authority may institute an impartial investigation as to the cost

(Continued on Page 342)

[illegible]

A simple idea—a beauty
Skin loveliness can be enr

[illegible]

THE PROMOTION
MANAGER BY
HER VISITS TO
THE RETAILER
BRINGS GOODS
FROM ADVERTISING
TO SALES POINT

Let us suppose that a certain manufacturer is interested in getting the best possible results in sales throughout the country, but is only vaguely familiar with the methods to pursue. It goes without saying that he usually keeps his lack of knowledge to himself, but results or lack of them, speak eloquently enough.

If he has a *class* product, he will have to go slowly and consistently over a longer period of time, and *never* be tempted by impatience to widen his distribution points too quickly. Zoning his prospective ter-

ks For the Manufacturer

by EDNA COLLADAY PIERCE



ritory, selecting his cities with care, and his stores with an eye for future results, he must proceed steadily, persistently, until he has succeeded in placing his product in the desired positions. Then, *and only then*, does his real work begin.

For *maintaining* that position is the real object in view, not merely *attaining* it. To do this, these outlets must be contacted consistently, tactfully, adequately, but not too assiduously, or the buyer and merchandise manager, who have lent co-operation, will be annoyed and bored by what, to them, may seem like interference, dictation, intrusion.

Every manufacturer *should* remember that buyers and merchandise managers are besieged by other manufacturers' products and claims, and watchful waiting, good-humored tolerance, quiet determination will gain him more in the long run—and there are no short runs in this business, if he intends to stay in it!—than sledgehammer or high pressure methods.

No successful business can be run from a swivel chair, no matter how intelligent the mind directing procedure from it. Even if a manufacturer has the most able staff of salesmen in the country—and I've never yet seen a hundred per cent organization!—they will have neither the time nor the authority to do more than *sell* the line, and if they do it well, and consistently, that is all that should be required of them. That's a man's sized job in itself and in this age of keen competition it takes cleverness, ingenuity and hard work to do it successfully. The day of mere ordertaking is over.

Yet some effort must be made to contact the hard-earned entree into accounts that are to be built up by adequate, consistent promotion. The buyer and merchandise manager, even the store owner, will be franker with the sales promotion director than with the salesmen, sales manager, or other executives from the manufacturer's organization. For one thing she has more time to spend with them; even a few hours is effective in this respect. Another reason is that her specific job is to help them devise ways and means for obtaining quicker turnover. And so she must, for the time being, keeping always her employer's interests in mind, make the store problems specifically her own. In order to do this, she must become part of the personnel, even if only for a day. With eyes and ears attuned to consumer demand, reactions and complaints, there are many solutions that suggest themselves, if intelligent cooperation is employed.

A close analogy is that of a nurse with a patient, sometimes very ill, sometimes dispirited, sometimes querulous. The nurse carries out her doctor's instruc-

tions, but her main object is to see to it that the patient becomes normal, interested in staying so, and to build up resistance and vitality and establish health as a permanent institution. Just as a nurse has more time and opportunity to study a patient's symptoms and reactions than has the doctor, whose visits are intermittent; so a sales promotion director is able to correctly appraise and overcome obstacles that hinder the progress of a manufacturer's sales results. And in both cases the psychology and tact employed hasten normal, healthy recovery and progress. And you can be quite sure that upon the nurse's reports, the doctor orders specific remedies. So should the manufacturer cooperate with his emissary on sales promotion.

Advertising and Its Aid

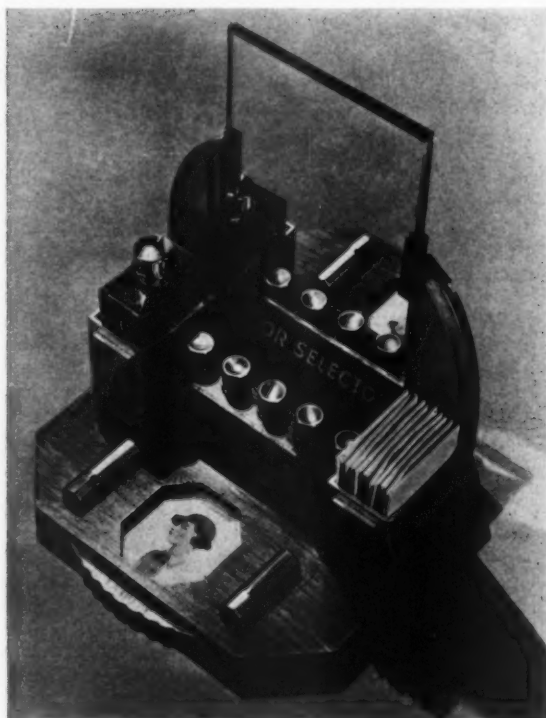
Most manufacturers believe in advertising; in fact it has amply justified their faith, if it is of the right kind, but too many of them waste time and money in media that will not bring adequate results. Unless money and time are not an object, it is an unnecessary waste of both to use consumer publications which sometimes duplicate circulation, no matter how much your advertising agency may advise such procedure. It is true that there are some manufacturers who have spent hundreds of thousands of dollars in consumer publications when their distribution was not even started, and so made consumer demand force accounts to open, but this method can only be employed when the time element is not a consideration and the money spent is regarded as an investment of long-standing maturity.

Many times so called institutional advertising in consumer publications is a definite handicap in sales promotion work. I have had a buyer say, "Why is that firm spending all that money in so many magazines, instead of paying more attention to us? All they talk about in their advertising is themselves. That doesn't help us get more business, and when I ask for sales helps, more promotion material, I can't get it—too much spent in magazines, I guess!"

It must not be supposed that I am in any sense underestimating the value of magazine advertising; some of these publications do a marvelous job of merchandising, but because my own personal background was agency experience, I know how space-buying can be adequately used, and also how it can be abused! It takes discrimination based upon knowledge, experience in merchandising, copy and territorial tests, in the particular field in which a specific manufacturer is engaged, to map out an advertising campaign that will net maximum results.

(Continued on Page 381)

New Products and Packages



Yardley

Yardley has a new indelible lipstick which is being offered to the trade with a color selector counter display stand. The cases are platinum finish and ten sided giving them an interesting streamlined effect. Five shades are available covering the usual popular range of colors. With the display stand which is given the dealer with an order of sufficient size, the new item is making an impression in retail trade circles.

Glazo

Several new sets of which one is illustrated have been introduced to carry the well known manicure requisites sold under the "Glazo" name. The one illustrated is of leather which may be had in three colors, midnight blue, green and gray and holds a complete outfit for the care of the nails. Another set, which is not illustrated, holds a complete manicuring treatment in a handsome plastic base and tray. Both are excellent additions to the company's line.

Bourjois

The latest addition to the "Evening in Paris" line is a handsome atomizer bottle. It is finished in rhodium with the glass the familiar blue shade and the mesh of the bulb to match. The bottle is octagonal and its base is broad to prevent tipping. It also has a rhodium cap so that it can be used as a purse flaçon. The carton is in the usual color scheme and design which characterizes the line with sketches of Paris scenes in white on a blue gray background.



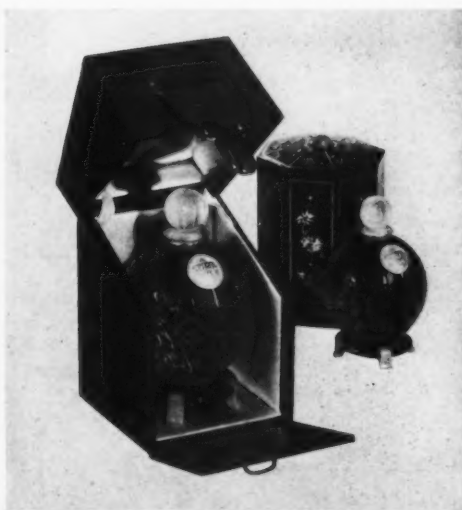


Vivani

Benjamin Ansehl Co., has launched new jars of glass with molded closures for its "Vivani" line. They are wrapped in transparent cellulose.

Coty

The latest Coty perfume, "A Suma" has been placed on the market in a spherical bottle of clouded glass with raised flower design, mounted on a plastic base with four plastic feet. The octagonal case is of black lacquer like finish.



Matchabelli

A new metal powder box in several colors with metal bands of gold finish and the familiar crest as a further decoration has been designed for the Prince Matchabelli powder, available in eight shades.



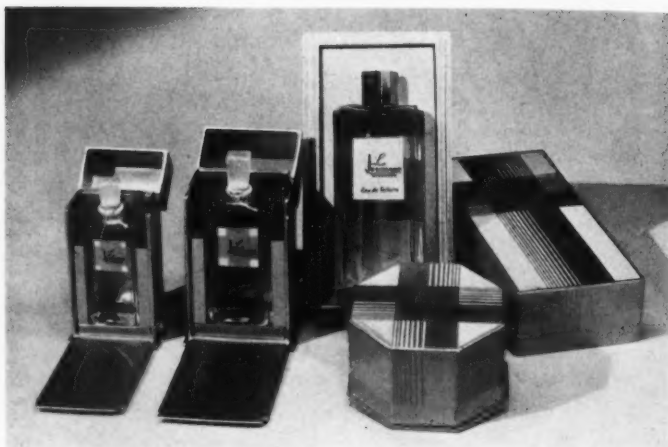
Stymie

A deodorant for men, said to be stainless and non-perfumed is being made by the Stymie Co. Its tube and carton are black cream and red, the last being also the color used in the plastic closure.



Vivaudou

V. Vivaudou, Inc., has just placed on the market the first new perfume which the company has launched in some years. It has been named "La Jeunesse" and is packaged modernistically in handsome bottles with labels and cases of gold and canary yellow. An extract, a toilet water and a face powder have been launched under this name and are said to be meeting with marked success.



Kurlash

This company now has a complete line of eye preparations which are illustrated herewith. Modernistic designs of jars, bottles and metal closures contain "Kurlene", "Shadette" and "Lashtint". Below are two new items, "Lashpack" which holds eye tint in stick form and an enameled compact holding mascara. The black color scheme of the company's containers is carried out in these two new items relieved by silver edges.

Lustrite

Manicure preparations by the Lustrite Corp., have been placed on the market in new containers, both individual and sets. The bottles are of pebbled glass with plastic tops and both labels and cartons are in dark blue, green and gold. The set illustrated is in a paper box of dark blue and light blue wave design and a green label band as a part of the decoration. It contains polish, remover and cuticle remover and a generous supply of manicuring implements. The polishes are available in the usual range of colors; the bottles are of generous size and their distinctive design makes them unusually attractive.





FEI Corp.

Dr. Ellis wave set manufactured by this company has devised a new container which directs users to the most convenient and proper use of the product. The bottles have a replica of a bottle with comb being inserted molded into their sides. The same design is carried out in the enameling of the metal screw caps and in addition the slip carton shows the same method of use on its face with detailed instructions and descriptive matter limited to the side panels. The entire ensemble affords an excellent reminder of the method recommended as well as of the convenience of the new package.

Lady Fair

Velvetina Co., has developed three new products which are being placed on the market under the name "Lady Fair". These products are a permanent wave oil, a hot oil treatment and a rinse. The products are making their bow in the Middle West but distribution will be expanded as rapidly as the company can develop sales and production. The packages are modernistic in design. The background is bright blue with white lettering and

the circles of white serve to set off the product to the best advantage.

Other New Products

A number of other new products not illustrated here have been launched during the last few weeks. Prominent among them is a new bottle, the shape of a cocktail glass by Robert of New York for a new perfume called "Champagne Cocktail". Lenthéric, Inc., is preparing for the holiday trade with a showing of regular and combination packages for which colorful Christmas wrappers and labels have been designed. Special gift bottles of perfume in imported glassware of handsome design are also included in this line. Armand has a new double compact in red and black enamel with the familiar silhouette in silver and silver trim on the edges. Powder and rouge inside have puffs with silver backs and the containers simulate tan leather, with the silhouette in black. Vivaudou has produced a gift set for men under the "Mavis" label and scented with that odor. Prince Matchabelli's new perfume is named "Grace Moore". It appears

in the crown bottles which are characteristic of his line. Universal Flavor Co., has a new vanilla "Super Fine". Its container is the same style and shape as the one recently shown in these columns with the exception of a new black plastic cap.



A New High for Perfume Packages

by RUTH HOOPER LARISSON



THE last year and a half have seen (in spite of the depression and its various ramifications) a finer array of new perfume packages than any former period can boast. And yet we still think of perfumes as luxury merchandise scarcely belonging to depression days! We still talk as though hard times should shut down not only the factory itself

but even the minds of those behind the factory.

Perhaps during the lean years the truly creative people of the industry considered it as an opportunity to take time off from daily routine and make preparation for superior productions that would not only help to pick up business from its depth of depression but also carry it forward to a healthier goal. Perhaps not. Anyway, there must be some reasons why the leading perfume houses have achieved such noteworthy examples of odor and package. Or maybe they are *all* getting better! If so why doesn't the rest of the toilet goods industry follow their example? If I could ladle out praise for them any thicker, I would do so.

Judging packages in the cosmetic field by majorities and keeping always in mind the appropriateness of the package for the product, perfumes stand out far and away ahead of the crowd.

I think that all the most important new perfume packages of 1933 and so far in 1934 have appeared illustrated in the New Packages and Products section of *THE AMERICAN PERFUMER*, and in a survey of them I have selected eight different perfume packages ranging in price from \$1 to \$65, which were presented to the public during this period. I want to talk individually about these for one outstanding reason or another. Of course, in addition to these numbers, we have other exceptionally lovely perfumes in exceptionally lovely packages which are still outstanding in popularity although presented at an earlier day.

All of the numbers but one which I have chosen have been on the market long enough to have carved important careers for themselves. The exception, "Exaltation" by Myon is just being presented this month. I risk the prediction that it will make equally worthwhile history. Eau de Cologne by Lucien Lelong has had such phenomenal success that I can't resist chuckling to myself when I recall that six months before it came out I was advising another perfume manufacturer that the time was ripe for eau de cologne again if it was brought out in very new and interesting packages and provided the odors were right and the background right. The manufacturer I talked to shook his head uncertainly and didn't do anything about it.

Apparently others were thinking in the same direc-

tion for Lelong did the thing so perfectly that echoes and reechoes of imitators are still resounding in the corridors of perfumery but Lelong still leads the parade.

The Lelong package illustrated comes in four sizes beginning at \$1.50 for 4 ounces and finishing up with 32 ounces for \$8. In its faintly pink crackled Venetian-like glass sphere, flattened at the base for security in stance and surmounted by a slender very long round neck, it is stoppered by a brass sprinkler metal cap, also spherical. The gold label entirely covering the neck is decorated with a fine vertical geometric design and the name and trade mark "Lucien Lelong" and "Whisper Eau de Cologne." The odor, subtle and untiring, is very charming and refreshing. Although I have commented before on the beauty and originality of this package I don't feel that its praise can be over-sung. Absolutely different from any previous perfume package it possesses all the important qualifications for real and lasting success, which incidently it has achieved.

"Milord" by D'Orsay, in its quilted-like white package with black lettering and crest has a swank about it which follows right through to the severely simple lines of the bottle which are so well proportioned (as all D'Orsay bottles are). The odor with its spicy floral accent repeats the distinction of the entire package. There's nice self assurance in a package like this and goodness knows perfumes need self assurance! The perfume "Milord" comes in only the one size, approximately one ounce and retails at the modest price of \$6.60 which is down the pocketbook alley of the average shopper in the better class stores. So if the consumer is *very* literal minded she can figure out that eight drams to an ounce means very little per dram and she gets the package besides when she buys it complete!

For perfumes up to ten dollars per ounce, it seems to me that the single package is one of the most efficient ways of presenting the number. From ten dollars on, introductory sizes break down sales resistance unless the perfumer is willing to concentrate on bulk for introduction and, probably more than we realize, repeat orders as well.

I am still definitely against dispensing bulk perfume from anything but non-refillable, fool-proof atomizers, safe from any form of tampering.

"Crepe de Chine" by Millot has a top retail price of \$30 for 5 ounces and ranges downward in seven other sizes beginning at 1/6 ounce for \$1.25 which introduces the perfume. The package is delightfully simple in gold paper edged with green and the name lettered in green. The bottle, too, follows the straight vertical lines of the package but has an unusual marble-like cap which is sufficient to identify the package even from a distance. The odor is a light floral bouquet with a much individualized note.

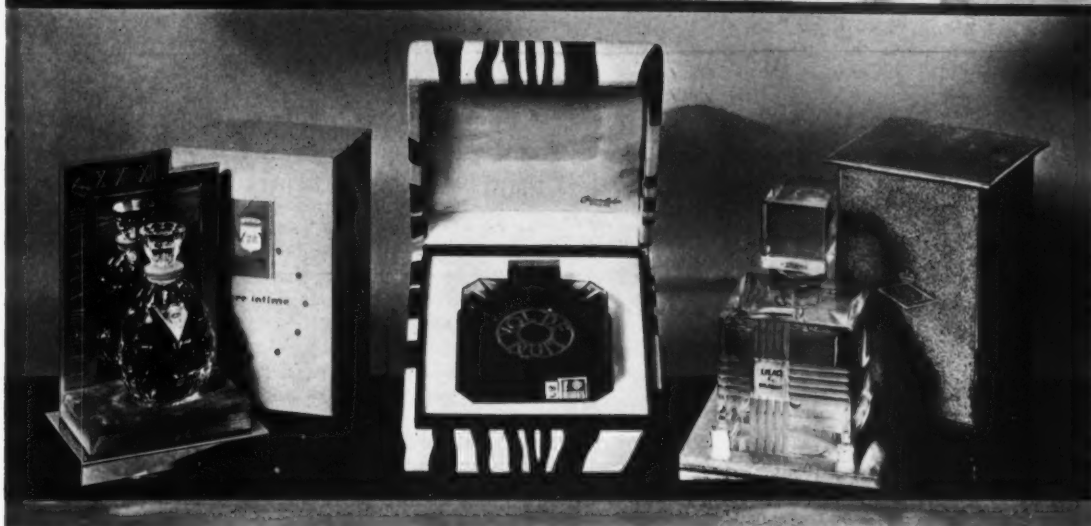
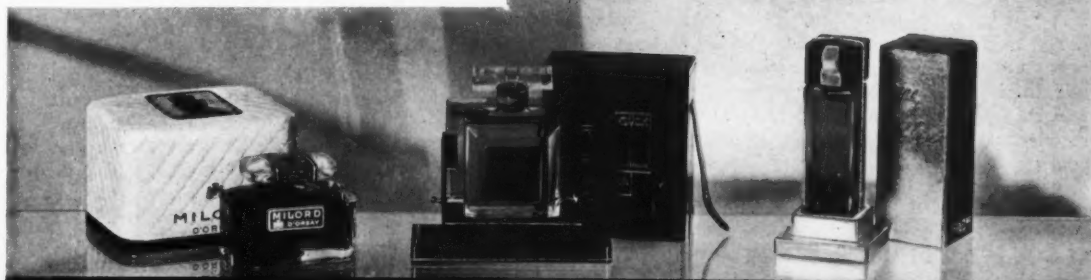
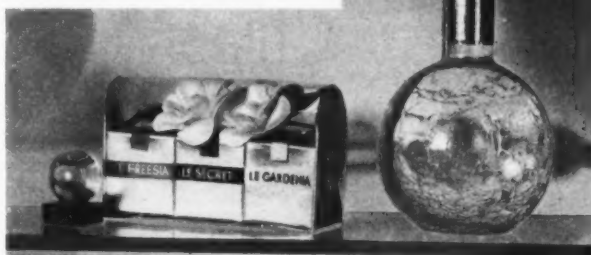
"Heure Intime" by Vigny, is packaged in a grey blue paper covered box with the trademark, lettering and

design in both lighter and darker tones of blue. The base is covered by a silvery metal and the dais on which the bottle rests is light blue velvet. But—here's its note of originality which ties in so adroitly with the name and odor of the perfume—behind the bottle is an extension in a vertical plane of mirror-like metal with the hands of the clock indicated and the Roman numerals of the hours all at one side in modern treatment. The hands point to five minutes of twelve—"Intimate Hour"—figure the rest out for yourself! The glass stoppered bottle is transition in design and carries a small silver triangular label. Prices range in four sizes from introductory at \$3.75 for slightly over one-fourth ounce to \$22.50 for 2 ounces. It's a package well planned with an idea behind it and therefore claims attention for its originality as well as its charm.

"Lilac" by Molinelle has an English pedigree. This package conveys the essence of simplicity and austere beauty. Qualities which seem curiously more at home with English products than with French. The box is wrapped in a rough velvet-like paper in light blue trimmed in gold with the trademark also in gold. The base on which the bottle stands is gold and the cube bottle with its cube stopper uses for decoration only the four vertical and four horizontal frosted and cut stripes and its severe gold label. The lilac odor is a true lilac, both lovely and lasting. One ounce at \$18.50, two ounces at \$35 and four ounces at \$65. Sure it's high in price! But there's also the get ac-

quainted size of $\frac{1}{2}$ ounce for \$5, a handbag flacon holding 2 drams for \$2.50 and a modified flat oblong bottle perfectly adapted from the large regal one for \$10 containing $\frac{3}{4}$ ounce. One very interesting bit of news about this package is that *men* have commented most favorably about it and men shoppers, to whom the perfumer should turn more of his attention at Christmas time, select it for the simplicity and beauty of the package.

Geometric shapes seem to talk fast to men. Simplicity in packages convey elegance as quickly to them as simplicity in clothes when they are shopping for themselves. Perfumes, especially in the larger sizes, are very dependent upon their



packages when masculine sales are sought. Therefore keeping male trade in mind without overlooking feminine reaction is a wise policy. In this case it has brought sufficient results to be seriously considered from a general packaging point of view.

"Vol De Nuit" by Guerlain in its exceedingly sophisticated package offers 8½ ounces for \$60, 4¼ ounces for \$30, 2¾ ounces for \$20 and over 1 ounce for \$10. The wooden box is cloth-wrapped in a zebra like design in black and white. The bottle, again of simple but sophisticated design, is topped with a gold encrusted stopper and the name appears in a double circle of metal. The odor—perfect—as all Guerlain odors are—is rich, balanced, provocative and in tempo with the package and the perfume's name.

"Exaltation" by Myon which is just being presented to the trade this month comes in a sapphire blue leather box. The base extends up on each side of the geometrically designed bottle holding it in without covering its surfaces and with a unique metal extension on each side over which hooks an eyelet from tabs extended from the cover, making for original and secure closure of the package. The bottle, handsomely designed, is decorated with a gold label printed in blue. Here, too, the packaging has been appropriately harmonized with the odor which is decidedly new and most interesting. It is a well rounded perfume with much dash and spirit. It is offered in three sizes, full ounce, \$10, 1¼ ounce, \$16.50 and 3 ounces at \$25.00.

"Parfum Spheres" by Maison Juerelle are among the most charming novelties in the way of perfume packages that have appeared. These little spheres stand on a square plastic block which is also the cap. Hence they stand up, upside down! In each little cubical silver box there is a tiny folder of easy directions, smartly presented, for opening the sphere in the most efficient manner. Another advantage is that only a single drop comes out at a time. The six odors are distinguished one from another by the colored labels running horizontally around the little pasteboard cartons. "Le Cyclamen," "Le Freesia," "Le Mimosa," "Le Gardenia," "Le Camelia" and "Le Secret." The spheres contain approximately one and a quarter drams each and retail for \$1.00 each. There is also an equally interesting and original package containing a selection of three, topped with a boutonier of gardenia and wrapped in transparent cellulose which is proving very popular for gifts, and bridge prizes.

Adroit Economy in Packaging

This is one of the most adroit ways of packaging a perfume inexpensively without calling unwanted attention to the fact that it employs no ground glass stopper. A machine made bottle with as practical and also tricky a closure as this is a real achievement in these days when import taxes on foreign hand made bottles are playing havoc with the perfume and toilet goods business. The odors are very good indeed and the entire packaging program is well in keeping with the perfumes and their presentation. It's good merchandising and good value.

Now for a quick resume from a consumer merchandise point of view. Here are eight outstanding examples of packaging. Not one of them has been on the retail

market more than a year and a half. It makes an interesting spread of the perfume end of toilet goods. The Lelong Eau de Cologne cannot be grouped in price brackets with extracts but we've covered it sufficiently already. Judging by top prices only, this is what we have: one group in a single size at \$1.00; another number, single size for \$6.60; one at \$22, one at \$25, one at \$30, one at \$60 and one at \$65. This covers the retail price range pretty generally I believe and is I also believe a good cross section of retail perfume merchandising.

Public Will Pay for Class

Just a few of the obvious inferences to be drawn are these: The public wants first class perfumes and is willing to pay for them. It also wants, however, small or introductory sizes, which, against the background of the larger more expensive packages, take on much of the glamour of the original numbers. It wants first class perfumes in bulk, also. It wants popular priced perfumes as well which are attractively packaged and quite individual in their own right. There is really quite a lot the public wants and is ready to buy provided manufacturers supply it.

Perfumers seem to tune in rather better than most manufacturers in detecting the public's taste and they also make a greater effort to supply it. However, there seem to be difficulties ahead from a cost and price point of view which the public will have to accept. Increased duty is making it very difficult for the foreign houses to meet popular demand in price. Will perfumes from the leading European houses have to go up in price? Probably. Will more manufacturers find it practical to bottle in America? Some say "Yes" and some say "No." Time alone will tell. At least, there is an opportunity for the American materials houses to improve their products sufficiently to tempt the foreign houses to deal in America with Americans. But to what extent we cannot judge until we see what adjustments can be made.

For the American perfumers there is, I believe, an increasing opportunity to develop the uniquely American perfume packages which will overcome the necessity for hand made bottles. But such numbers will have to be satisfied with the medium class price group. They should not be created with the idea of competing with the outstanding expensive importations but seek their own market in their own way.

When it comes to creating the perfumes themselves American perfumers will find eventually that it pays to give the same earnest attention, care, experiment and test to the creation of a perfume that the French houses devote to it. Ageing, freezing, etc. are some of the points which many Americans slur over but which, we are told over and over again, are essential in good perfume making. There is too much of the attitude of "Make me up something I can sell for five dollars" in the American manufacturer's policy while the foreign perfumer says "I am trying to create an utterly new, original and perfect odor. I may be a month or I may be a year before I will have what I want". But he keeps his experiments off the market and not until he

(Continued on Page 349)

Protective Wrappers for Soap

The Importance of Scientifically Correct Colors for Modern Soap Packaging

by PAUL I. SMITH

RECENT physico-chemical research on the rancidity of fats has revealed, to the apparent astonishment of some technologists, the importance of correct and suitable colors for soap and fat wrapping papers. Some papers, such as transparent cellulose,* semi-transparent and opaque papers, are able to transmit active wave lengths of the visible spectrum, which by reason of their radiant chemical and physical propensities, are able to further photo-chemical reactions in the presence of oxygen, and of course, even the most perfectly sealed container and package contain sufficient oxygen to enable oxidation to take place.

According to H. C. Lea, (*Jour. Soc. Chem. Ind.*, 1933, 52, 146 to 149.) the yellow orange band of the visible spectrum (with a wave length of 6,000 to 6,500 Å.) is very active, whilst the green band (between 5,000 to 5,500 Å.) and the far red band of relatively high wave length have the least adverse effect on oxidation. Although we are mostly concerned with the visible spectrum, it must not be forgotten that the highly actinic ultra-violet rays of short wave length just outside the upper end of the visible spectrum have a marked photo-chemical action on exposed soap, and even very short exposures to light emitted from quartz tube mercury vapor lamps will, in the presence of oxygen, induce rancidity changes, especially if metallic catalysts or certain micro-organisms are present in the soap. If the surface of the soap is contaminated with metallic impurities from inferior wrapping paper, then superficial discoloration and oxidation will be hastened by exposure to active wave lengths.

Papers to be used for wrapping high quality toilet soaps, likely to be kept in storage for prolonged periods of time, should be spectroscopically tested to determine their ability to transmit active wavelengths. Owing to the high cost of an efficient photometer and accessories, it is often impossible to purchase the instrument for use in the smaller soap works, but respecting this difficulty it is only necessary to say that wrapping paper may be tested by consulting physicists and full reports issued. To reap the full benefit of any spectroscopic test the fullest explanation should be rendered by the scientists so that the technologist may be able to make immediate practical use of the facts disclosed. Where it is economically possible, suitable photometers should be installed in the works laboratories, and wrapping papers

should be tested as part of the normal control work.

Apart from absorption spectrophotometry, it is possible to detect undesirable metallic impurities in the

paper without troubling to subject it to the usual chemical tests simply by means of emission spectrography. In the latter case, the paper is ashed and a small quantity placed in position upon the top of the lower copper electrode of a simple arc lamp which has been arranged in front of the slit of the spectrograph or spectroscope, according to whether visual or photographic examination is desired. The spectrum is composite of that of the material under examination and of that of the copper of the electrodes; the copper lines serve



for calibration purposes.

It must not be thought that because the paper wrapped soap is only exposed to weak artificial light during storage that there is no danger of the paper transmitting active wavelengths. According to Lambert's Law, which has been proved correct, the proportion of light absorbed is independent of the intensity of the incident light. Failing the use of a spectroscopically perfect paper, it is advisable to store the packed soap in dark rooms, which must be maintained at normal temperature and be damp proof.

It is interesting to find manufacturers alive to the importance of correctly colored wrappers, and the growing use of green as a color for soap wrappers indicates a practical move in the right direction as this color is the most suitable for the purpose.

The research and industrial spectrophotometer should give exceedingly accurate measurements (a) of high extinction coefficients, (b) of wavelengths, and the instrument should be so constructed that the sensitiveness of the eye is retained during all visual examinations. With regard to the method of use, soap wrapping papers will most certainly not be purely transparent but will diffuse the light to a greater or less extent. In this case a modified procedure is necessary. This consists in making the light for the photometric work, perfectly diffused before it reaches the substance under examination. For this purpose a ground glass or preferably, opal glass screen, may be used and as the light source required is more powerful than with purely transparent substances, the diffusing screen may take the form of the diffusing globe of a large electric lamp. Such an arrangement has been described by Pearson and Gair in a paper on the "Penetration of Radiation Into Animal Tissues", published in *British Journal of Physical Medicine*, May, 1931. The values given in table 1 of the above paper show the type of error which will be made if diffusing substances are examined in light which is not itself well diffused.

* Recent developments in transparent cellulose manufacture are claimed by the manufacturers to have rendered certain types of this material highly protective from ultra-violet and other energy radiations.—EDITOR

Editorials

The American Perfumer and Essential Oil Review

Trade Mark Registered U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

Vol. XXIX, No. 7

September, 1934

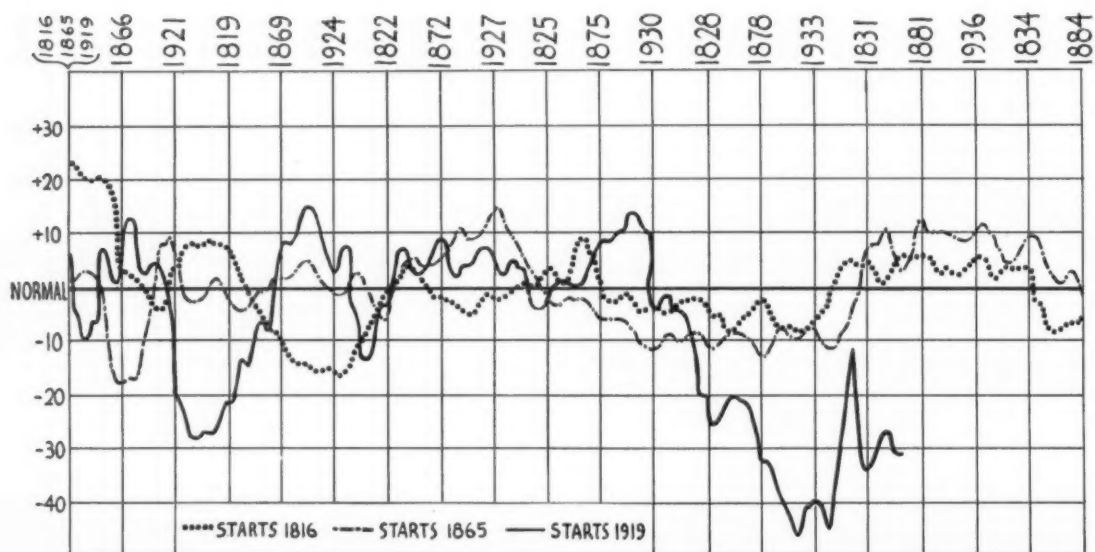
"I Know of No Way of Judging of the Future But By the Past"

—Patrick Henry.

THE curves shown on the accompanying chart have been taken from the Curve of Business Activity compiled by Col. Leonard P. Ayres of the Cleveland Trust Co., Cleveland, Ohio, covering a period from 1790 to the present day excepting that for 1934 which has been compiled from several business indicators. We were particularly interested in trying to read the lessons of the past, in order to try to make an estimate as to what lies ahead for business in this country during the next few years.

Each of these curves begins at the close of hostilities in the three great wars since the beginning of the nineteenth century, viz., Napoleonic, Civil and the World War.

It will be noted at once that the curves of the Napoleonic and Civil Wars run remarkably close together, and apparently there is a considerable change in the outlines of the World War curve. A close study of these curves, however, reveals the surprising and encouraging fact that the World War curve really follows the other two quite closely, except that its swings are much more violent and lag somewhat. It will be noted in all three cases that at the close of hostilities, viz., Napoleonic War in 1816, Civil War in 1865, and World War in 1919, there was an immediate and sharp drop. This drop lasted no more than eighteen months and was immediately followed by a sharp upturn. Then ensued another drop of somewhat longer duration, followed by another upturn. From *this* point on, in all three cases, business activity continued at a high level until there ensued another sharp decline and a prolonged depression. This second and prolonged slump set in, in the case of the Napoleonic War, in the middle of 1825, or TEN years after the close of hostilities; in the case of the Civil War, at the beginning of 1873, EIGHT years after the close of hostilities; and in the case of the World War,



OUR ADVERTISERS

GEORGE SILVER IMPORT CO.
New York, N. Y.

AMERICAN PERFUMER AND ESSENTIAL
OIL REVIEW

432 Fourth Ave., New York City.

GENTLEMEN: We are pleased to advise you that the inserts which we have been running in your magazine for the past few months, advertising two of our important novelties, have brought us quite a number of inquiries, which we hope will develop into business.

During the many years we have been advertising in THE AMERICAN PERFUMER we have found it not only an excellent advertising medium, but also a source of very valuable commercial as well as technical information.

We wish to take this opportunity to thank you for the services rendered to us from time to time, which were greatly appreciated.

Very truly yours,

A DELAVIGNE, President.

GEORGE SILVER IMPORT CO.,

as we all know, in the latter part of 1929, or TEN years after the close of hostilities.

The Napoleonic and Civil War depression lasted five to six years. The Napoleonic era of recovery began at the beginning of 1830, and lasted until 1835. In the Civil War instance, recovery started in the latter part of 1878 and lasted five years, at a satisfactory level. In the present era, recovery began in 1932 and rose rapidly for twelve months, when a reaction, due to the banking crisis, occurred. The drop then halted and according to all reports, it is again on the upgrade.

Will history repeat itself? Are we headed for a return to normal activity within the next year or eighteen months, and thereafter a sustained period of prosperity?

It will be noted, by comparing the World War curve with the other two, that there is good ground to hope for this. The 1818 peak in the Napoleonic curve paralleled the 1923 peak of the World War curve—a lag of only two years—whereas the reaction that followed showed only a lag of eighteen months, and both curves rose together and were only six months apart on the 1822-1925 line. The Civil War curve at the 1871 point moved practically on the same level with the other two, and again they were almost at the same point on the 1827-1876-1930 line. In the middle of the 1830-1879-1933 space they were again almost at the same point, and it seems there would have been a remarkable three-line parallel from then on if our banking system had not broken down.

These curves give much food for thought, and we hope that a year from now, looking backward, we will be able to extend the World War curve in the same direction as the other two, and historical precedent gives much cause for optimism in this direction.

Self Censorship of Advertising

MANUFACTURERS of toilet preparations are watching with keen interest the new work undertaken by the Proprietary Association, looking toward the correction of some of the advertising evils to which both packaged medicines and toilet preparations have long been subject. All of them wish the Proprietary group well in this undertaking, but, in spite of an auspicious start, there is a certain degree of skepticism as to the final outcome of the program.

A voluntary program of censorship, supported as it was by a unanimous vote at the annual convention, is a splendid tribute to the progressive character of the members of the association. At the same time, observers may be permitted to wonder just how far such a program can proceed if it does not meet with complete co-operation on the part of all members of the industry.

The association has no power to compel even its own members to submit their advertising to the committee and its very able executive secretary. It certainly has no power over manufacturers who are not members of that body. The character of the advertising of some of these manufacturers and the very fact that they are not co-operatively minded, as is witnessed by their non-membership in the group, would seem to argue that there will be a considerable lack of effectiveness in some cases in which the work of the committee would be most desirable.

At the recent meeting in New York, in response to rather pertinent and pointed questions, it was developed that the committee aimed to co-operate with every other agency whose interests demanded some form of advertising copy control including the Department of Agriculture, the Federal Trade Commission and even the American Medical Association. Whether the censorship will remain purely voluntary under such conditions is obviously a matter which can only be determined by the tact, ability, and desires of the committee. Should it begin to savor at all of the involuntary or compulsory, it is not difficult to foresee the fate of the entire program.

In a smaller way the toilet goods industry, through the A.M.T.A., has sought to clean up toilet preparations advertising. With reluctance, we are compelled to admit that *its efforts have not been conspicuously successful*. Two very large companies, whose adver-

tising offended the sensibilities of the A.M.T.A., and was taken up by that organization, continue along the same lines with no evidence of either repentance or correction. The industry now looks hopefully to the Code Authority to bring about a change. Many believe that the opportunity for reform is greater since the government is at the least a silent partner in the code and at best a strong policing influence.

The ability and sincerity of the committee appointed by the Proprietary Association for this tremendous task cannot be questioned. Its members are among the foremost minds in the industry and they have secured as

an executive secretary a man of splendid reputation and high ability. The experiment is being started under the most favorable auspices. *Its results should go far toward determining whether or not a VOLUNTARY program of reform can be effective.*

No trade association has ever undertaken a more important task nor one which will be watched with more intense interest by every other industry. Manufacturers of cosmetics earnestly desire its success. Upon it will depend in large measure the future of advertising, the cornerstone on which the progress of the toilet preparations industry has been erected.

Flavor Code Is Approved

(Continued from Page 329)

of any products declared to be in an emergency status and upon such investigation recommend to the Administrator a stated minimum price of such product. The only stipulations are first, that an emergency does exist within the industry affecting small enterprises or wages or labor conditions, or tending toward monopoly or other acute conditions which would tend to defeat the purposes of the act, and secondly, that a determination of a minimum price is necessary to meet the exigency.

The Administrator is obligated in event of such emergency to publish such minimum price as he may approve and any sales below such state minimum shall thenceforth be considered "destructive price cutting." Provision is made, of course, for review and revision of any determinations made under authority of this section.

Section 9 of the code specifies that no member of the industry shall be compelled to purchase one product in order to obtain another and section 10 follows with a prohibition against substitutions "without due notice and consent of a trade buyer".

A separate section is devoted to inaccurate advertising and bears quoting at this point:

"Inaccurate advertising: No member of the industry shall publish advertising (whether printed, radio, display, or of any other nature) which is false, misleading or inaccurate in any material particular, nor shall any member in any way misrepresent any goods (including but without limitation its use, trade mark, grade, quality, quantity, origin, size, substance, character, nature, finish, material content of preparation) or credit terms, values, policies, services, or the nature or form of the business conducted."

The code provides also that no member of the industry shall offer or give any prizes, premiums or gifts in pursuance of any plan involving fraud, deception or lottery. Another unfair trade practice banned by the code is the granting of floor stock rebates in order to make up a decline in price of flavoring products except those shipped within 10 days of such decline.

Administration of the code is to be handled in three separate divisions first, household and bulk flavoring extracts division; second, fruit and flavoring syrups division; three, soda water flavoring division.

A general code authority of six members is provided,

two members to be elected by and from the membership of the Flavoring Extract Manufacturers Association of the United States, two by and from the National Association of Fruit and Flavoring Syrups, one by and from the National Association of Soda Water Flavors and one selected by the Administrator to represent those in the industry not affiliated with either of these organizations. These members shall hold office for one year or until their respective successors are elected. In addition to these, there may be one to three members without vote serving without expense to the industry to be appointed by the Administrator to sit in at all meetings of the Code Authority.

The Flavoring Extract Manufacturers Association at a meeting of its executive committee held in New York, September 14 decided that its two members should be chosen by mail ballot of the entire membership. Secretary John S. Hall was instructed to prepare and forward to the membership a ballot. Upon the ballot will be listed ten names, to be chosen by the executive committee, and blank space will also be provided for voting for others not listed upon the ballot. It is expected that the choice can be determined in this way before October 1.

The Manufacturers of Soda Water Flavors have already selected their Code Authority member in the person of Samuel W. Mutch of Whittle & Mutch, Philadelphia. The Fruit and Flavoring Syrup group has not yet chosen its member.

The code goes to some length in providing that Code Authority members shall be truly representative of the industry and further that the members shall at no time be constituted a partnership for any purpose. The latter is to remove the possibility of civil liability for their action, when in good faith for the benefit of the industry. The code provides also a method by which the Administrator may suspend any Code Authority action to afford opportunity for investigation, when the merits of such action are questioned.

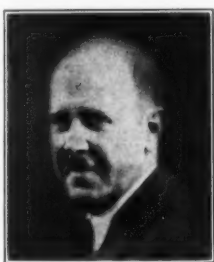
Authority is granted for the Code Authority, subject to the approval of the Administrator to set up any regional Code Authorities in any natural division of the industry for better administration of the code. These regional authorities may prepare for recommendation to the central authority and the Administrator any additional trade practice provisions deemed necessary for their particular localities. Power is given to the central authority to delegate any of its duties to these regional groups.

Face Powder

*A Discussion
and Study of
the Industry's
Largest Seller*

by

RALPH H. AUCH, A.B., Ch.E.



IN the bid, or is it in the fight, for the present-day face powder business there are perhaps as many or more entries (or are they combatants?) as there are in any other toilet goods specialty. A recent article in these columns by this writer was an attempt to urge those among

the readers with background, capital, merchandising ability and distributive connections to enter the foot treatment line, "a field in which profits lie."

This article on face powder is an urge with even greater insistence and persistence for those manufacturing face powder to indulge in considerable self-analysis and product study. And for those itching to add face powder to their restricted or, on the other hand, rapidly expanding line, at least to enter the fight with a product carefully formulated and ready to give a creditable account of itself. All this is advanced in spite of the fact that foot treatment preparations enjoy only a relatively thin market as contrasted with face powder, which is doubtless the largest selling individual item in the cosmetic industry.

What face powder comes to mind as the leader? Right! But, in a survey made within the past ninety

days of 140 representative women scattered throughout the United States, the leader enjoyed only 14 users, or 10% of the business. Had the number of women been 1,400 or 14,000 this percentage admittedly might have gone up or down slightly. Of the remainder of the group—

- 12 used a second brand (a fighter for price maintenance)
- 9 used a third brand (a name long and favorably known)
- 8 used a fourth brand (offered in one shade only)
- 6 used a fifth brand (an active, but possibly destructive, radio sponsor)
- 5 used each of a sixth, seventh, eighth, ninth and tenth brands (each many years before milady)
- 3 used an eleventh brand (one catering to the movie colony)
- 3 used a twelfth brand (a treatment line)
- 3 used each of a thirteenth and fourteenth brands (good household names)
- 2 used each of a fifteenth, sixteenth, seventeenth and eighteenth brands (each well and favorably known in the industry)

The remaining 52 women each named a different powder, varying from high-priced treatment line powders to well-known 50c sellers and to powders enjoying at best only local or sectional demand. Don't let

it be concluded then that any one manufacturer dominates the market.

The *D. C. Red Book* lists well over 400 face powders. A cursory check, not including sizes but including the several brands of the better known manufacturers, numbered 391. Inquiry disclosed that a high-class drug chain carries 40 brands of face powder, while a second, a pine board, carries 66 brands. One bang-up department store counter carries 43 brands, while one catering to the masses (incidentally the larger of the two) carries 51 brands. Independent drug stores were found to carry from 28 to 45 brands. Add to this large average number the multiplicity of shades and, in a few instances, odors and sizes and the figure becomes formidable indeed.

These toilet goods buyers don't have holes in their heads and even assuming that some of them do, their eyesight is still good. They doubtless get the "jitters" as they scan their counters and shelves and see the many sales bombs that so quickly proved to be duds. The powders may have been duds for any of the many reasons why the mortality rate in toilet goods is so appallingly high, but that concerns the buyer little if at all. There are shelf-warmers to remind him (or her) of a previous weak moment or inability to say "No" to the glamorous salesman. Can the buyers, therefore, be other than cautious, even cussed, when a new line is tendered them even under "the most unique, awe inspiring appeal, with its colossal, gigantic, overwhelming sales and advertising program."

Just What Is Contained in the Literature?

The *Pharmaceutical Recipe Book* published by no less an authority than the American Pharmaceutical Association contains five formulae. Only three or every other one of these will be drawn through the fire.

Formula 1—Zinc Oxide	100 grams
Magnesium carbonate	100 grams
Talc in fine powder	200 grams
Zinc stearate	600 grams
	1,000 grams

Perfume and color to suit.

Now just a bit of running comment. Magnesium carbonate appears to have no merit save as a carrier for the perfume oil and one to two per cent is adequate for this purpose. Yet this formula carries ten per cent.

This formula carries sixty per cent zinc stearate and good practice dictates from three to certainly not more than seven and one-half per cent. On analysis some top-notchers in sales among national advertisers and treatment lines ran as follows—

Brand Number	1—	4.34% zinc stearate
"	2—	2.52% zinc stearate
"	3—	3.26% zinc stearate
"	4—	3.47% zinc stearate
"	5—	3.16% zinc stearate
"	6—	3.05% zinc stearate
"	7—	5.78% zinc stearate
"	8—	Little or none
"	9—	No zinc stearate but a trace of oil—.2%
"	10—	No zinc stearate but a trace of oil—.12%

Obviously, these manufacturers did not use these odd figures of zinc stearate, but added them to the closest quarter of one per cent (4.34 would probably be $4\frac{1}{2}$, the 2.52 would probably be $2\frac{1}{2}$ etc.) This discrepancy is due to manufacturing or the writer's analytical error.

Talc constitutes twenty per cent of this formula, while many nationally advertised brands successfully carry as high as seventy-five per cent. And worse than that, to quote this Recipe Book, "face powders containing purified talc as the principal ingredient possess the great disadvantage of producing a 'shine or gloss'."

Formula No. 3—

Precipitated chalk	100 grams
Wheat starch	50 grams
Rice starch	100 grams
Talc	160 grams
	410 grams

Now to continue the running comment. Carefully chosen calcium carbonate, that is, precipitated chalk, is fine as an abrasive for tooth paste and tooth powder and as such enjoys the endorsement of the American Dental Association. However, most well-known face powders have lived and prospered without its use. Analysis of thirteen face powders chosen at random resulted in the following findings:

Of five nationally advertised brands, one contained chalk, while four did not, one dime store face powder contained chalk, while a second did not; one treatment line face powder was high in chalk, while three have managed somehow without it; and both of the face powders for the colored trade examined contained chalk. In no case, however, was the calcium carbonate as high as in the above formula, namely 24.4%.

The above formula contains 12% wheat starch and 24% rice starch. If starch must be used, why not use all rice starch having a granule size of .002 to .012 millimeters in diameter instead of contaminating it with that of wheat, having the relatively large granule size of .021 to .041 millimeters in diameter?

As further evidence against the use of starch at all, witness the fact that upon analysis of nineteen well-known brands only four were found to contain starch. While the four containing starch were not submitted to microscopic inspection to determine the variety of starch used, it is safe to assume that it was rice starch on account of its small particle size.

Formula No. 5—

Corn starch	200 grams
Talc	30 grams
Magnesium carbonate	20 grams
	250 grams

Now to conclude the running comment, and rather briefly at that. Corn starch in this formula is worse and more of it. Corn starch particles are relatively large and lack uniformity, varying in size from .007 to 0.35 millimeters in diameter and constitutes eighty per cent of the formula.

It is hoped that the above formulae were like the cat in the colored chapel that slipped in, slept, and slipped out. That august body, the American Pharmaceutical Association has allowed questionable face powder formulae to slip into its official recipe book and it is sincerely hoped that when a new edition is published

they will slip out, or better still, be replaced with reliable, workable formulae.

Space does not permit a critical discussion of the many face powder formulae in the literature prepared by lesser bodies and by individuals. Many are much better while a few are even worse. With data and formulae like these available to the prospective manufacturer it is small wonder that so many get off on the wrong foot and that the business mortality rate is so high.

Suitable Ingredients

The number of ingredients now used in face powders as indicated by published formulae and by chemical analysis of many powders on the market are legion. In addition to the starches, magnesium carbonate, precipitated chalk, zinc oxide, zinc stearate and talc mentioned above, there are magnesium and calcium stearates, magnesium oxide, barium sulfate, calcium sulfate, zinc carbonate, bismuth subnitrate, bismuth subcarbonate and bismuth oxychloride, titanium oxide, various kaolins, colloidal clay, kieselguhr and mineral oil.

As for their employment, they have been compounded in numerous ways. Starches have been found to constitute from zero to fifty per cent, talc from ten to eighty per cent, zinc oxide from five to thirty per cent, barium sulfate from five to fifteen per cent and kaolin from ten to sixty per cent of the formulae, for example. Each experimenter or compounder has his own ideas in the matter so only a few suggestions are offered that may prove helpful.

The primary function of a face powder is to preserve and enhance, or even endow, the appearance of freshness and youth to milady's skin. In so doing it must mask slight blemishes and such imperfections as freckles. To do this effectively it must possess covering power, yet have sufficient transparency to avoid any clown or flour-barrel effect.

A good gauge of cover is to rub up vigorously in a mortar the ingredients under consideration with two per cent of ultramarine blue. The resultant product will vary from off-white through various shades of gray to a distinct blue in inverse proportion to the covering power of the material under scrutiny. By retaining and labeling the rubbed up samples in small glass jars a library or museum can be built up that is helpful in evaluating and comparing other materials.

It is surprising how variable the same material from different vendors will be found. If it is a definite chemical compound, such as zinc oxide, for example, this simple test is a fair gauge of purity and particle size. The shade of a rubber makers or a French process zinc oxide, both typical of finely divided material, will be of much lighter color than a paint pigment grade of the same which is relatively coarse.

Another simple test is to prepare "smears" on a glass plate, (prepared by shaking 10 grams of the material in 50 cc. of 16% ethyl alcohol in water). The degree of smoothness or roughness of the dry deposit on the glass and the transparency or opaqueness will prove helpful in evaluating any suggested material or particular sample of same.

Some stearates are odorous and the fatty odor tends

to become more noticeable with age. Good zinc stearate, magnesium stearate or other stearate requires that the manufacturer start with good stearic acid relatively free from oleic and palmitic acids. A simple test is to moisten ten grams of zinc stearate with alcohol dilute with 250 CC water, heat, then add hydrochloric acid in excess. The stearic acid will come to the top in an oily layer. On chilling, the absence of color and odor and the formation of a definite crystalline structure is a good gauge of quality. If so desired the titre of the fatty acid may be run and it should be 55.2° Centigrade or higher.

For a good gauge of particle size and extraneous dirt in all the various ingredients, save those such as the stearates which are water repellant, refer to the method outlined by this writer in the article on talc that appeared in the July, 1933, issue of *THE PERFUMER*. A simple method of gauging the extraneous dirt only, is to moisten and rub up to a stiff paste a teaspoonful of the material under scrutiny in a casserole or a white tea cup. Many apparently promising materials that look satisfactory to the naked eye, or even under a magnifying glass, will disclose their contamination and unfitness.

Several unsuccessful attempts have been made to develop a device for setting up a comparison of slip on a numerical comparative basis. Likewise, adhesion cannot be scientifically set up and the forearm, experience and skill are invaluable when it comes to evaluating these properties.

Tests of Two Formulae

Nine years ago, two face powders tinted and scented exactly alike so that they would not exert a disturbing influence were submitted with appropriate questionnaires to a large testing group of young women. The group included members of the sales classes of a Northern as well as a Southern University and office employees of a large advertising agency and of a sizable food specialty manufacturer.

One formula was a typical complex formula as follows—

Talc	31½	pounds
Kaolin	31½	"
Zinc oxide	20	"
Zinc stearate	8	"
Precipitated chalk	6	"
Magnesium carbonate	1	"
Mineral oil	2	"
	100	"

The other formula was of the simplest conceivable composition, namely—

Talc	80	pounds
Zinc oxide	15	"
Zinc stearate	4	"
Magnesium carbonate	1	"
	100	"

With tint and odor identical, as stated, and with those ingredients appearing in both formulae, namely, talc, zinc oxide, zinc stearate and magnesium carbonate out of the same lots, this test was unquestionably fair. The questionnaires also were carefully studied and prepared to avoid any leading questions. The results were striking and suffice it to say that the latter, the simple

formula, was the first choice. It was not overwhelming but sufficiently so to be decisive.

In the intervening years in which a number of tests have been conducted and considerable analyses of various commercial face powders and raw materials have been made, the conviction remains substantially the same. The optimum figure for zinc stearate has been raised from four to five per cent, zinc oxide has been increased from 15 to 20 per cent and the magnesium carbonate eliminated in light of subsequent experiments. Instead of incorporating the perfume oil in the magnesium carbonate, the perfume oil is now put milled in ten times its weight of good, pure, finely divided talc and so aged for subsequent use in face powder. Face powders generally would be better with the many trick ingredients left out.

A Very Recent Survey

To confirm the above conclusion the following formula was submitted recently to a testing group of 150 housewives in about forty states in a blind test.

Talc	75 pounds
Zinc oxide	20 "
Zinc stearate	5 "
Perfume	q.s.
Color	q.s.
	100 "

The answers to some of the questions were very interesting, but only two significant ones will be stated:

Question No. 1—Do you find this face powder is—

- a) Too heavy? 16 replied Yes
- b) Satisfactory? 103 " Yes
- c) Too light? 21 " Yes

Could any face powder with or without trick ingredients and with five to twenty-five different ingredients hope to fare better?

Question No. 2—How does this powder compare with your favorite brand of face powder?

- 53 reported it inferior
- 62 reported it equal to their own in quality
- 16 reported it superior to their favorite brand.

Could any face powder in a plain container without a quality name and an attractive package to lend atmosphere to it come through any better or as well?

A "Lighter" Powder

The testing group that reported so favorably on this formula are women representative of the middle strata. If one plans to cater to the fastidious of Fifth avenue and the would-be smart on Main street, then a lighter powder may well be developed as there is a definite trend toward the lighter types among these classes.

The expression "lighter" refers of course, not to the specific gravity or apparent density but to a powder with less covering power and possibly of greater adhesiveness.

The covering power in the suggested formula above is imparted by zinc oxide present in amount of 20%. This may be reduced or may be replaced in whole or in part with the more inert titanium dioxide. Titanium dioxide has a higher covering power—7% being equivalent.

(Continued on Page 349)

COSMETIC FOLLIES

Discovered at
The Toilet Goods Counter

Applying Nail Polish

When selling a nail polish, I always warn the customer to apply nail polish on *dry* nails to prevent peeling or chipping. The complaints on nail polish are peeling, discoloration and dullness and the fact that the polish does not stay on the nails for any length of time. Because nail polish is a daily or weekly thought with most women, I believe the manufacturer should explain the best method of applying his nail polish on the label or the folder accompanying the preparation. And also give the woman a home treatment containing professional methods because most women manicure their own nails.

To Go with Bleach Creams

"This bleaching cream does not bleach my tan; I still have as many freckles and as much tan as I had before I started using this cream; besides my skin is very dry and I am thoroughly disappointed in it." "This bleaching cream is entirely too strong; notice how it has reddened and irritated my skin." These are only a few of the complaints received every day on bleaching preparations. The woman who wants to bleach her skin does not stop to think how quickly she acquired the tan and that it will take months before the skin is again fair and clear. I always explain to the customer that the bleaching treatment must be used persistently. At the same time, precaution must be taken not to acquire more tan and more freckles. When I receive the complaint at the counter, I try to sell a special cream to counteract any form of irritability and a special foundation to help prevent tan. To keep the customer's good will, a complete set of bleaching preparations together with a complete daily treatment will be most beneficial. If she is willing to receive all the aid she possibly can get for her problem, I try to get her to come in and see me at least once a week. Then I take the opportunity to sell her a special shade of face powder and rouge so the redness of the complexion will not appear to be too noticeable.

Explain the New Package

I have several customers who are long-standing users of preparations which suddenly appear in new containers. This change upsets many women as they fear they are not getting as much in the "new-bottle" or the preparation may have been cheapened or altered in some respect. And they do hesitate to make the purchase. This hesitation could be avoided if the producer would give explanatory facts concerning the changes of package, the container and size, if any.

Florida Tangerine Oil*

by E. K. NELSON
Food Research Division
Bureau of Chemistry & Soils
U. S. Dept. of Agriculture



THE AUTHOR WITH TERPENE EXTRACTION STILL

THE peel oil of the Florida tangerine, *Citrus nobilis deliciosa* (not to be confused with mandarin oil) is bright orange in color and has an excellent flavor. If it can be produced in commercial quantities, it should prove to be a valuable flavoring oil.

Material for a chemical study of tangerine oil was prepared in the United States Citrus Products Laboratory at Winter Haven, Fla., from fruit which was donated for the purpose. The peel from 196 field boxes of fruit was passed through a Pipkin oil machine, and the oil was separated from the effluent from the rolls by a centrifugal separator, approximately two gallons (6527 g.) of the oil being obtained.

¹ Nelson, *Jour. Amer. Chem. Soc.*, 56, 1932 (1934).

* Food Research Division Contribution No. 238.

On long standing in a refrigerator, a yellow, partly crystalline material separated. A further amount of this substance was obtained by cooling the oil remaining after distilling off most of the limonene, and 19 g. of the purified substance was obtained from the two gallons of oil. This substance, named tangeretin, forms the subject of a separate report.¹

The following physical constants were found for tangerine oil:

Optical Rotation (α _D)	+92.5°
Specific Gravity $\frac{20}{20}$	0.8493
N ₂₀	1.4762
D	

The limonene fraction (A) amounting to 95.75% of the total, was separated by distillation at a pressure of ten millimeters on a water bath held at 75°. This fraction, boiling under 61° at 10 mm., also contained an aldehyde. It was, therefore, shaken for six hours with a saturated solution of sodium bisulfite, and the crystalline bisulfite compound was separated by filtration, washed with alcohol and ether and the aldehyde recovered from it by distillation with a solution of sodium carbonate. The yield was 8.6 g.

The purified limonene fraction boiled at 54° at 10 mm. pres-



MACHINE FOR EXTRACTION OF CITRUS OIL FROM PEELS

sure, had an optical rotation (α_D) + 94.5°, and gave a tetrabromide melting at 104.5°.

The oil left after removal of most of the limonene by distillation at 10 mm. was redistilled with steam in a special apparatus designed for the purpose,² leaving 153 g. of nonvolatile material.

The oil carried over by steam (B) was shaken for 6 hours with a solution of 26 g. of sodium sulfite and 30 g. of sodium bicarbonate in 250 cc. of water and then left in the refrigerator over night. The crystalline bisulfite compound which separated was removed by filtration, and the aldehyde recovered in the usual way. Six grams of aldehyde was obtained which was then fractionated, together with the 8.6 g. of aldehyde recovered from the limonene fraction, A. Two main fractions were obtained, boiling respectively at 58-60° and at 88-93° at 10 mm. pressure. The intermediate fractions were very small and were not examined. The lower boiling fraction had an odor resembling octyl-aldehyde. It gave an oxime melting at 57-58°. The acid obtained by oxidizing with alkaline permanganate gave a silver salt containing 43.46% of silver. Calculated for silver octylate, 43.0%. This aldehyde is therefore octyl aldehyde.

The higher boiling fraction gave an oxime melting at 66-67°. The fraction was redistilled and oxidized to the acid, which gave a silver salt containing 38.53% of silver. Calculated for silver decylate, 38.63%. The aldehyde is therefore decyl aldehyde. Tangerine oil contains much less of these aldehydes than was found in grapefruit oil.²

In the treatment of the terpeneless oil (B) with sodium sulfite and sodium bicarbonate, any citral present should go into the aqueous solution as the labile dihydrodisulfonic acid derivative. Consequently, the oil was separated from the aqueous portion of the filtrate from the crystalline bisulfite compound, and, after extracting the water solution with ether to free it from suspended oil, a solution of 15 g. of sodium hydroxide was added. The solution, which became turbid, was then extracted with ether. On careful evaporation of the ether, 3.6 g. of a limpid yellow oil remained which had a pronounced citral odor. However, a definite identification of citral was not obtained. The semicarbazone, after washing with ether to remove β citral semicarbazone, did not give a pure α citral semicarbazone, even after several recrystallizations. There is evidence that some other aldehyde, also forming a labile dihydrodisulfonic acid derivative, was present.

After removal of the aldehydes, the residual oil was again distilled on the water bath at 10 mm. to remove any traces of limonene. This residual oil, (C), freed from limonene, aldehydes and nonvolatile substances, was then subjected to fractional distillation at 10 mm. pressure and separated into three fractions boiling respectively at 85-88°, 107-110° and 128-130°. The fractions were quantitatively saponified, and the amount of esters (calculated as linalyl acetate), determined.

Fraction 1, B. P.	85-88°	= 2.0%
" 2, "	107-110°	= 7.9%
" 3, "	128-130°	= 5.6%

The saponified oils were recovered from these fractions, and their optical rotations determined.

Fraction 1, α_D	+ 16.08%	d $\frac{15}{15}$	0.9122
" 2, "	+ 14.0°		
" 3, "	+ 3.5°		

Fraction 1 contained linalool. The phenylurethane melted at 61-62°, and a mixture of this with an authentic sample gave no depression of the melting point. Shaking for six days with 5% sulfuric acid gave terpin hydrate, which was identified by its melting point, 116-117°. Oxidation produced an aldehyde with the odor of citral.

Fraction 2 did not have a pronounced geraniol odor, but contained a small amount of an alcohol which could be separated as the acid phthalate and which had an odor resembling geraniol. The diphenylurethane obtained from it was a liquid, which would indicate the presence of citronellol rather than geraniol. The residue from the above, after treatment with phthalic anhydride and separation of the acid phthalic ester, was saponified and then acetylated. Saponification of the acetylated oil showed the presence of 48% of an alcohol calculated at $C_{10}H_{18}O$. A drop of this fraction dissolved in acetic acid gave a beautiful violet color when a drop of sulfuric acid was added. When acetic anhydride was substituted for acetic acid, a green color was developed. The significance of this reaction is not known.

Fraction 2 is evidently a constant boiling mixture of several substances, among which are unidentified alcohols.

Fraction 3, boiling at 128-130° at 10 mm., gave a blue color when treated with acetic and sulfuric acids as above. This indicates the presence of cadinene, but no crystalline hydrochloride could be formed. If cadinene is present, it is accompanied by other substances, which prevent the isolation of cadinene dihydrochloride. None of the unsaponified fractions showed any fluorescence which indicates the absence of methyl anthranilate.

Summary

An orange-colored oil of excellent flavor was expressed from the peel of Florida Dancy tangerines. It has been shown that the oil contains principally limonene. Octyl and decyl aldehydes, linalool, a small amount of an aldehyde which is evidently citral, a small amount of an alcohol with a roselike odor which is probably citronellol, and sesquiterpenes which give the cadinene color reaction are also present. No trace of methyl anthranilate was found. The alcohols are present partly as esters, although the ester content of the oil is low.

Tax Question to the Fore

(Continued from Page 328)

the legislative calendar for the next session of Congress. Another inter-departmental committee is hard at work in perfecting drafts to carry these ideas into effect. What appeared to bother Mr. Douglas was that these things all cost money and funds to foot the bills were not in sight.

Turning for the moment to items of more immediate concern, Mr. Hopkins, Relief Administrator, has made

² Nelson and Mottern, Jour. Ind. Eng. Chem. 26, 636 (1934).

known his expectation that more people will be carried on federal relief rolls during the coming Winter than ever before. Unofficial estimates by conservative officials place the probable number in the neighborhood of 5,000,000 families. There were 3,700,000 families on relief during the month of July and the cost was \$132,000,000. Of this amount the Federal Government paid two-thirds.

In addition to the increased cost of relief from the larger number of persons that will have to be carried during the Winter, the outlay for this purpose will be further heightened by the higher cost of adequate relief under more severe weather conditions and expenditures during this period are expected to exceed half a billion dollars.

It is not the actual cost of undertaking these emergency projects that worries the more conservatively-inclined members of the administration. Although without precedent in our history many things had to be undertaken on March 4, 1932 in relief of human distress, if for no other reason than to avoid the consequences of letting them go undone. As to further expenditures for this purpose, there are few who would urge they be stopped, especially since the Federal Government has recognized the problem as its own.

All this was discomfiting, to say the least, to one who had always insisted upon a "pay as you go" policy of running the government particularly since there had not even been discussion of a new revenue act.

No mention was made of this contingency in fact until four days after Mr. Douglas' resignation had become public. When it was suggested in the press that the administration or Congress would have to continue the present \$500,000,000 of miscellaneous and excise taxes that automatically expire next June or find new levies to replace them, Treasury Department officials came down with one of the worst cases of official "nerves" that have been seen in this community for many a moon.

Talk of General Sales Tax

In the background of all current discussion of the budgetary dilemma of the Administration is the general sales tax. Proposals for its revival and enactment into legislation are not expected until such time as the Administration decides to balance the budget and there have been no indications to date that this is contemplated during the fiscal year 1935 which begins next July. If there were any such intention, Mr. Douglas would certainly have known of it and the information would doubtless have compensated for many features of the present program of government spending so objectionable to him. He had practically sold President Roosevelt on the idea of a general sales tax of 2 1/4 per cent when the subject was under discussion in the Spring of 1933 in connection with the \$3,300,000,000 NRA-Public Works legislation. President Roosevelt has an aversion to the sales tax and he acceded to the urgent appeals of Representative Doughton, chairman of the powerful House Appropriations Committee, rejecting the Douglas proposal on the promise from Mr. Doughton that the committee would work out a tax program of

its own. This was agreeable to the President and his advisors, particularly since it left the Administration in the enviable position of not having to recommend tax legislation. The Administration, incidentally, has not yet had to take responsibility for a tax bill.

With this general picture of the revenue situation in mind, business men will be watching with greater interest the movements of the Administration for some indication of the tax plans it will lay before Congress in January.

New High for Perfume Packages

(Continued from Page 338)

is satisfied with the perfume does he launch it.

Those better houses of whom I speak never even try to cut corners, substitute or use inferior grades of raw materials simply because the price looks attractive. Perhaps herein more than anywhere else lies the difference. The consumer cannot tell you these things directly but she tells you in general and graphically enough by demanding the foreign perfumes and digging deep down into her pocket to pay for them. Her seventh sense as well as sense of smell tells her there is truly a difference.

Those American houses which are and have been faithfully developing perfumes are not finding the sledding so hard as it used to be in introducing them and repeating on them. A little more missionary work by the right constructive methods and medium grade perfumes will begin to have pedigrees, let's hope. Don't forget that what women buy when they purchase perfume is something so involved and complex that it would take a whole volume of psychology to unravel it! And the package is so very responsible for these complex impressions, reflexes and whatnots that no manufacturer with a grain of common sense can overlook it. Hence the glorious array of new perfume packages in the last eighteen months!

Face Powder

(Continued from Page 346)

lent to 20% zinc oxide in the average face powder formula. It also has less adhesiveness and less pull so lends itself better to dusting on with the puff. A higher percentage of zinc stearate will "up" the adhesiveness. Magnesium carbonate or light calcium carbonate up to 5 or 6 per cent may be incorporated in this lighter powder as may the finer grades of kaolin.

A type formula for this lighter face powder, various modifications of which may be made to suit individual ideas, follows:

Talc	74 1/2 lbs.
Zinc oxide	10 "
Zinc stearate	7 "
Titanium dioxide	3 1/2 "
Calcium carbonate	5 "
Perfume	q.s.
Color	q.s.
	100 lbs.

(To be Continued)

TRADE NOTES



Aronson Back from Europe

Ralph H. Aronson, vice-president of Bourjois, Inc., New York and chairman of the Code Authority for the Perfume and Toilet Preparations Industry, has returned from a month's visit in Europe, where he spent some time in France and in England and conferred with officials of the house of Bourjois in Paris. Mr. Aronson was greatly impressed with the advance of the Bourjois business abroad and especially in England where the plant at Croyden is working to capacity to take care of demand in the British Isles.



RALPH H. ARONSON

In France, he reports that conditions are not as good as in England and some other countries but the perfume industry seems to be holding its own. Orders from other European countries, especially Poland, and from South America are very heavy. He was especially pleased to find that the "Evening in Paris" line, which was originated for the American trade is the leading Bourjois line in every part of the world and that its popularity is steadily on the increase.

Sales methods for this line in other countries have been patterned upon the methods developed by Mr. Aronson for this country, including publicity methods and the combination package. He was amused to find that in other countries in which combination packages had been introduced the same difficulties about breaking the combinations by retailers had developed and the same protective measures, used in the United States, were necessary.

Mr. Aronson attributes a large share of the success of the Bourjois business abroad to the far sighted policy adopted by the house. Assembly plants have been established in every important distributing country and thus the difficulties arising from extreme tariff rates and the fluctuations of exchange are more easily overcome than they could be if manufacture were carried on at only a few points. This, he believes, has given the Bourjois organization a distinct advantage during the last few years when intense nationalism has been a feature of world trade.

P & G Files Maine Law Brief

The Procter & Gamble Mfg. Co. has filed an elaborate brief in the Federal District Court, District of Maine, covering its application for an injunction restraining the Attorney General of the state from enforcing the provisions of the Maine Cosmetic Law. The brief goes into all the arguments submitted before the Court at the recent hearing. These have been outlined in a previous article. The Attorney General has until October 1 to file an answering brief, after which the Court will make its decision.

B. E. Levy in Europe

B. E. Levy, chairman of the board of Coty, Inc., New York, with Mrs. Levy sailed on the *Paris* August 30 for France where Mr. Levy will remain for some time coordinating the work of the house of Coty in Paris with its numerous branches in all parts of the world.

H. L. Brooks, whose return to Coty was announced in our last issue, has been made treasurer of Coty, Inc. and in Mr. Levy's absence will be in complete charge of activities of the house in the United States.

Davis to Handle Nissery Line

John H. Davis, who recently resigned as vice-president and general manager of Renaud et Cie of America, has taken over the distribution of the Nissery products throughout North and South America. He will have the line ready for the autumn trade. The Parfumerie Nissery, 9 rue Des Champs, Asnieres-pres-Paris, France, makes a full line of cosmetics and specializes in fine perfumes, toilet waters, floral colognes, colors, tints and toilet soaps. A. Jules Muraour, chief of staff of the Nissery house, has created many perfumes well known in the American market, among them, the sweet pea perfume, formerly distributed by Renaud.

Storfer Products Headquarters Moved

Headquarters of Storfer Products, Inc., New York, are now located at 366 Fifth Avenue where very attractive offices and showrooms have been secured. The new quarters are being handsomely decorated and facilities for displaying the company's line of toilet preparations are being installed. When completed the company will have far better facilities for display, sales and executive work than were available at the old offices connected with the manufacturing laboratories.

Women's Exposition to Feature Cosmetics

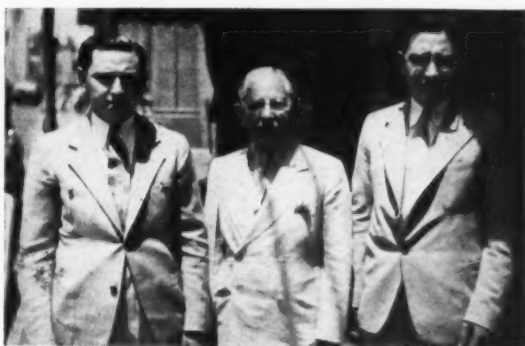
Conspicuous among the exhibits of the 13th Annual Women's Exposition of Arts and Industries, which is to be held at the Hotel Astor, New York, the week of October 1st, will be a co-operative display of pure foods, drugs and cosmetics. This is entered under the auspices of the Joint Committee for Sound and Democratic Consumer Legislation, of which John W. Darr is secretary, under the direct charge of Mrs. William Dick Sporborg, noted New York club woman.

With the co-operation of the Coiffure Guild of New York and leading manufacturers of equipment, a novel feature has been planned to show a good and a bad beauty shop, in the hope of educating the patron on what she should look for and what she should avoid in all such places. This exhibit will be in charge of Miss Florence E. Wall, who will lecture daily on various branches of professional beauty service.

In the "Hobby Show," one of the many sub-divisions of this year's exposition, Miss Wall is to exhibit some choice items from her fine collection of old and rare books on cosmetics and beauty culture and Mrs. Howard Chandler Christy will show her unique collection of perfume bottles.

Factor Company Making Progress

Here are the three men who control the rapidly growing house of Max Factor & Co., Los Angeles. They were persuaded to pose by our roving reporter who recently visited them in that city. In the center is Max Factor, the founder and head of the company,



FRANK FACTOR, MAX FACTOR AND DAVIS FACTOR

whose work in the development of make-up and style is a by-word in the film colony in Hollywood. From that work, the present great organization has developed. At the left is Frank Factor, perfumer, who is in charge of production and development work and at the right Davis Factor, the director of sales of this rapidly growing line. Beginning very modestly in 1902, Max Factor, has succeeded with the help of his sons in building up a great organization, whose products are known throughout the United States and in many foreign countries. The company now operates three plants in the Los Angeles district and is planning still further expansion, necessitated by the constantly growing popularity of the line.

Harang Advanced by Houbigant

Pierre Harang has been appointed sales manager of the Houbigant Sales Corp., New York, succeeding H. L. Brooks who recently resigned from that position to go to Coty, Inc., as general manager. Mr. Harang, who has been with Houbigant for ten years, will assist André



PIERRE HARANG

Wick, who will continue as vice-president and general manager. Mr. Wick will retain executive direction and general supervision over Houbigant sales policies.

Mr. Harang has for some years been active in sales work and is known to buyers from coast to coast, having covered the entire United States visiting the trade and supervising the sales force. He will maintain his close contact with the trade in his new position and will carry out the established policies which have added so much to the Houbigant business in the United States.

Colgate Uses Mass Merchandise Display

A mass merchandise window display which makes a few items from stock take the place of more than two hundred dollars worth of merchandise, has been created recently for the drug trade by the Colgate-Palmolive-Peet Co. When flanked by a small amount of regular stock, the simulated packages on the cardboard display convey the impression of a great volume of goods.

Actually, there are groups of eighteen different items reproduced in full color—more than nine different colors and combinations being used to carry out the illusion. Above the merchandise appears a life-size drug clerk, inviting the public to note the new, low prices. Tests have shown the display to be a profitable volume builder, and this sales increase through tested mass displays tends to eliminate the necessity of slashing prices and reducing profits to build up volume.

J. A. Coulter, vice-president in charge of manufacturing, sailed September 18 on the *Europa* for a six-week inspection tour of the company's European factories. While abroad he will install J. C. Bell as technical adviser to direct Colgate's manufacturing operations in ten European countries. Mr. Bell was formerly connected with the company's manufacturing operations in Canada and Australia.

Matchabelli Expanding Activities

To take care of increased business, Prince Matchabelli Perfumery, Inc., New York, has taken showroom and office space in a suite facing Fifth avenue at No. 724. The rooms have been tastefully decorated and elaborate display of Matchabelli products has been arranged. Sales, showroom and advertising activities will be conducted there. Additional factory space has been taken at 336 East 28th street and the former laboratories at 106 East 56th street are being continued with general executive offices remaining at that address.

Beauty Convention in Chicago

A joint convention of the All American Beauty Culture Schools Associated, the National Association of Beta Beta Lambda, the Illinois Association of Beauty Culture Schools and the National Association of Boards of Beauty Culture was held in Chicago August 20 to 24. The five day program was splendidly carried out and the several groups worked as a harmonious whole.

The first two days were devoted to the work of the National Association of Boards of Beauty Culture, an organization whose purpose is to attain reciprocity between the states in the matter of legislation governing beauty culture and beauty operators. The outstanding feature of this meeting was a proposal for the establishment of a National Examining Board to take the place of separate boards in the several states. This plan was adopted and committees were appointed to attempt to set it up.



FLORENCE E. HARRIS

The All American Beauty Schools Associated assumed control of the sessions on the following day with addresses by H. A. Harris, editor of the *Voice of Beauty Culture*, and B. H. Phillips and Paul Titus. The next day was devoted to a series of talks by prominent physicians and educators and the convention closed with a day given to separate sessions of the several groups at which business meetings and annual elections were held.

The National Association of Boards of Beauty Culture chose Florence E. Harris as president, Johanna Ellis, secretary; Hazel Hall, treasurer; and Alice Judge, Clara R. Alexander and Anna B. Harris, vice-presidents and Helen Lynch, chairman of the legislative committee.

Officers of the National Association of Beta Beta Lambda are Florence E. Harris, president; Helen Lynch, secretary; Isabelle Moler, treasurer; and Estelle Wingler, Jeannette Johnson, Sara Larson, Julia Pitzenberger, Henrietta McCreary, Mary Jane Raidy and Flora M. Broeg, vice-presidents.

All American Beauty Culture Schools Associated elected Dr. H. J. Raley, president; Nellie Morgan Brown, secretary and treasurer; C. S. Camp, first vice-president; Julia Pitzenberger, second vice-president; Mme. Le Clair, third vice-president; and Jesse Le Fevre, fourth vice-president.

New officers of the Illinois Association of Beauty Culture Schools are E. M. Armstrong, president; Dr. Mildred R. VacHout, vice-president; Max Puntschart, secretary and S. H. Costa, treasurer.

Entertainment features during the convention included a banquet on the third evening and a lake cruise the following evening. Attendance at these and at the general business sessions each day amounted to more than 1,000.

Plough, Inc., to Make Plant Additions

Plough, Inc., has announced plans for a new \$350,000 plant at Memphis as well as expansion of facilities in New York. The new Memphis plant will be located at East parkway and South parkway. Approximately \$150,000 will be spent on the New York building which will take care of eastern and foreign sales.

"Plough, Inc. has received a permit through the Federal Trade Commission whereby the company will add \$1,836,000 of capital to the business through subscriptions to the common stock," Abe Plough, president, said.

"This capital will be employed to provide increased manufacturing facilities and a continued expansion program which the company started early in 1933. The company will have no bonds or preferred stock outstanding according to regulation papers on file in Washington, and is free of bank debt," he said.



CHICAGO BEAUTY CONVENTION IN SESSION

Bliss Laboratories Enjoin Y-Age

A preliminary injunction was granted in the Supreme Court of the State of New York, August 31, 1934, in a case brought by the Bliss Laboratories, Inc., against Y-Age Cosmetics, Inc., and Harry L. Bliss, all of New York.

The preliminary injunction was in favor of the Bliss Laboratories, Inc., and enjoined the Y-Age Cosmetics, Inc., and Harry L. Bliss from using labels which display "Bliss" in any manner whatever, and from using "Bliss" in connection with the manufacture and sale of perfumes or toilet preparations or cosmetics.

The trade mark "Bliss" has been registered in the name of the Bliss Laboratories, Inc. in the United States Patent Office, and this order establishes the exclusive right of the Bliss Laboratories, Inc., to this registered trade mark.

Harry L. Bliss was formerly connected with the Bliss Laboratories, Inc., and the injunction is against him individually as well as Y-Age-Cosmetics, Inc.

Misner Beeman Co., Organized

The Misner Beeman Co., Inc., has taken office and plant space at 1437 Holden avenue, Detroit, after acquiring the assets of the Misner Mfg. Co. of Detroit. G. O. Beeman, Jr., president of the company, states that the original business dates back to 1909, when his father started the organization in the manufacture of pharmaceuticals and cosmetics. At that time the organization was known as the G. O. Beeman Co., quitting business in 1930. The new organization will manufacture pharmaceuticals as well as cosmetics, under its own trade marks as well as under private label. The other officers are W. E. Beeman, vice-president and treasurer; and J. Cameron Wilkin, secretary. The new company has no affiliation with the old Misner Mfg. Co.

Schanzenbach to Alter Sales Method

J. Schanzenbach & Co., Inc., New York, manufacturers of toilet preparations and especially preparations for hair treatment will operate on a different method of distribution beginning October 1, according to J. Schanzenbach, president of the company. After that date, the company's products will be distributed entirely through jobbers and direct sales to beauty shops will be discontinued.

Nu-Gard Manufacturing Co. Organized

The Nu-Gard Manufacturing Co., a new Seattle business, has recently been established with headquarters in the Lloyd building, that city, for the production of a new preparation of feminine hygiene. A Seattle factory has also been set up for mass production of the articles, and a large sales promotion and advertising campaign has been launched.

Nat Gersen Leases Space

Nat Gersen, perfume importer, has rented a floor in the building at 8 East 41st street, New York. The lease was negotiated through Byrne & Bowman, brokers.

Code Assessment Plans Approved

The Code Authority for the Perfume and Cosmetic Industry has secured approval by the N.R.A. of its plan for assessing the costs of administration of the code. Under the plan, all manufacturers of cosmetics will be assessed their due share of the budget, approval of which is momentarily expected. Makers of other lines of merchandise who also manufacture cosmetics as a part of their business, will accordingly have to pay a share of the expenses of the cosmetic code proportional to the volume of business done by them in cosmetics.

The budget which has been submitted calls for \$100,000 for administration of the code for its first fifteen months and for assessment of members of the industry on the basis of $\frac{1}{8}$ per cent of their sales to pay this cost.

The method of procedure in handling complaints submitted to the N.R.A. has also received official approval. It is expected that a hearing on the proposal of the Code Authority to include manufacturers agents and representatives as well as manufacturers themselves under the trade practice provisions of the code will be held in the near future. Efforts of the Beauty & Barber Supply Dealers Code Authority to bring manufacturers of cosmetics who sell direct to beauty parlors and barber shops under the wholesale code for this industry are being combatted by the Cosmetic Code Authority and this matter is now under consideration in Washington.

Drug Section to Open Season

The Drug, Chemical and Allied Trades Section of the New York Board of Trade, Inc., will open its regular season of monthly meetings with a dinner at the Drug & Chemical Club, New York, September 25. The subject for discussion will be "The Future of the N.R.A." and the speaker will be Arthur D. Whiteside, president of Dun & Bradstreet, New York and formerly Deputy Administrator of the N.R.A. Mr. Whiteside is particularly familiar with drug trade problems in relation to the Administration since he had charge of the N.R.A. division which handled details of the retail drug code.

Lehn & Fink Profits Lower

The Lehn & Fink Products Co. and subsidiaries report for the three months ended June 30 net profit of \$97,143 after depreciation, taxes and other charges, equal to 24 cents a share on 400,000 shares of capital stock. This compares with \$199,741, or 50 cents a share on 400,000 shares in the preceding quarter, and \$196,563, or 48 cents a share on 408,966 shares, in the second quarter of 1933.

For the first six months of 1934 net profit was \$296,884, equal to 74 cents a share. During the first half of last year net profit was \$314,540, or 77 cents a share.

Jelly Visitor in New York

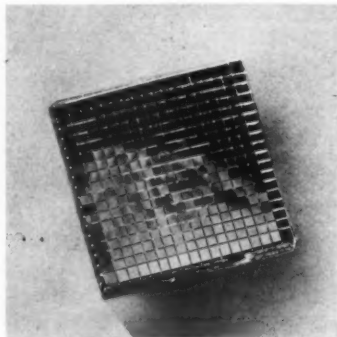
Walter H. Jelly, president of Walter H. Jelly & Co., Chicago, is spending a few days in New York, visiting his many friends in the trade in the Metropolitan territory.

Soap Maker Is Mayor of Calcutta

News comes from India of the recent election of N. R. Sarkar as Mayor of Calcutta. Mr. Sarkar is well known as a soap manufacturer and as first president of the All-India Soap-Makers' Association.

Volupté Ships by Trans-Atlantic Plane

Volupté, Inc., New York, through its energetic sales manager, is always taking advantage of new opportunities to improve its service and to catch the eye of the alert public. So, the new Trans-Atlantic freight airplane service, when it makes its first trip within a few days of the time this is written, carries one of the Volupté "Peacock" vanities to a customer in England. This vanity is a hand-made affair covered with no less than 794 individual mirrors and is going by air to the Countess of Jersey at Osterley Park, Isleworth, England, prominent in British social circles. "Jack" Pollock, sales manager of Volupté, would have delivered it in person but the new air service does not solicit passengers and in fact absolutely refused to take "Jack" along, even as freight. They must have seen him struggling to retain his former athletic laurels at the Foragers outing this Summer under the severe handicap of added tonnage.



Lever Starts More "Lifebuoy" Suits

Following the issuance of a permanent injunction in the case of Lever Brothers Co., Cambridge, Mass., against Jay's Chemical Co., of Brooklyn, which was recounted in our last issue, actions have been started against two other soap companies. All of the cases have to do with alleged imitation of the color, odor, shape, and distinguishing marks and names applied to "Lifebuoy" soap.

A suit for injunction has been started in Federal court against the National Milling & Chemical Co., of Philadelphia. A complaint has been made to the Federal Trade Commission alleging unfair competition on the part of the Iowa Soap Co., and further steps have been taken by the Lever case against J. Eavenson Sons Co. of Camden, N. J. In the Eavenson case, Lever Brothers Co., has been granted a motion for examination of the officers of the Eavenson company before trial and has also filed a motion asking for a bill of particulars on certain phases of the answer of Eavenson to the original complaint.

Cases against several other companies, all along the same lines, are now being prepared by the Lever Brothers attorneys.

Cosmetologists Meet at Chicago

The National Hairdressers and Cosmetologists Association, Inc., held its 14th Annual National Convention from September 9 to 12 at the Edgewater Beach hotel in Chicago. The national delegates spent three busy days attending business sessions during which the many problems confronting the beauty industry were discussed. Lectures and demonstrations were held each afternoon and evening throughout the convention and numerous artists from all points in the country demonstrated the latest fashions in permanent waving, hair cutting, hair dressing and Marcel waving, while other experts gave special lectures on shop management. Every evening, after the business cares were laid away, those attending the convention were entertained with dinners and dancing parties either in the famous Marine dining room or at the Folies Bergeres, and many took advantage of the evening hours to visit the Century of Progress.

Considerable discussion was had regarding the proposed unionization of employees in the beauty profession. Petitions to the American Federation of Labor by several groups of hairdressers requesting a direct charter affiliation as an independent group have not been granted, inasmuch as the American Federation of Labor has always referred such petitions back to the Journeymen Barbers International Union, which has been granted sole jurisdiction over unionizing members of the beauty trade. Both employees and employers in the Hairdressers Association object strenuously to having the Barbers Union control their union. The matter has been referred for further action to the executive board.

Another problem that resulted in a resolution, was a proposed code of ethics endeavoring to raise the standard of beauty schools throughout the United States in regard to advertising, fees and trade practices in general. The competition for the most stylish and beautiful coiffure, in which there were over fifty entries, was won by Joseph Nufer of Oak Park, Ill., Ernest Kurschat of Grosse Point, Mich., winning second prize, while Carl Rhode of Chicago secured third prize.

The annual election of officers took place on the closing day, resulting as follows: president, Emil Rohde, Chicago, re-elected; 1st vice-president, Samuel A. Sperber, St. Louis, re-elected; 2nd vice-president, Mrs. Elsie M. Lukens, Seattle; 3rd vice-president, Emile Martin, New York; secretary, Mrs. Edna L. Emme, re-elected; treasurer, Harry M. Spiro, re-elected; financial secretary, Frank Bartell; chairman of board, Emile Beauvais. Wm. C. Pfeiffer was retained as business manager until the board convenes at its next meeting.

Exhibitors displaying their products at the convention included Bes-Tone Laboratories, Ltd., Boyer Laboratories, A. Breslauer, Inc., Colgate-Palmolive-Peet Co., F. W. Fitch Co., Lash Curl Co., National Oil Products Co. and Rap-I-Dol Distributing Corp.

"Gray Magic" Opens Plant

The Gray Magic Products Co. has recently established factory and headquarters at the junction of the old and new Tacoma highways, near Seattle, Wash., where there is ample space for expansion. Producing "Gray Magic" cleanser, neatly canned and labeled in ample containers, the organization is gaining distribution in the Puget Sound territory.

Gardner Outlines Ad. Censor Plans

Speaking before a large gathering which included many of the most prominent figures in the merchandising of drugs and toilet preparations, Edward H. Gardner, executive secretary of the advisory committee on advertising of the Proprietary Association, outlined a plan which that organization has adopted for controlling, and in part censoring, the advertising of proprietary remedies. The meeting was held at the Advertising Club in New York, September 6.

Mr. Gardner gave a comprehensive report on the steps which have been taken to put the Proprietary Association's new plan in operation. These steps include the submitting of advertising copy voluntarily to his committee of which William Y. Preyer, vice-president of the Vick Chemical Co., is chairman; a careful study of the claims made in the advertising and its general appropriateness and good taste; and a report to the manufacturer submitting the copy as to whether the Association considers it satisfactory copy or not.

He reported that already considerable work had been done and while the details of the work are not to be published, periodic reports on the general effectiveness of the plan are planned by the committee. He urged the cooperation of all members of the industry, of the advertising agencies and of the various media, including newspapers, magazines, trade papers and radio, in making this plan a success.

Following his formal address which was broadcast over the networks of the National Broadcasting Co., the Columbia Broadcasting System, the Bamberger Broadcasting Co. and the American Broadcasting System, several very pertinent questions regarding the activities of the committee were asked. Mr. Gardner's replies indicated that the work of the committee had not yet progressed sufficiently to permit exact answers to many questions of detail. In answering these questions he had the assistance and support of Lee H. Bristol, vice-president of Bristol-Myers Co., New York, a member of the committee, and Frank A. Blair, vice-president of the Centaur Co. of New York and president of the Proprietary Association, who is also a member of the committee. The earnestness with which these committee members supported Mr. Gardner and attempted to answer points raised by manufacturers was felt by many to be an indication that the plan when finally under way will be successful in curbing many of the extravagant claims now made by the industry in its advertising copy.

One question of particular interest which was raised was the point as to whether the information and data secured by the committee in acting upon advertising copy would be made available to the Better Business Bureaus, government authorities or others in case the



EDWARD H. GARDNER

manufacturer who submitted the copy should be unwilling to accept the committee's advice. While this question was not definitely answered, it was indicated that the committee would work closely with all agencies attempting to control advertising claims and, by inference, that the work of the committee would be available to these other bodies.

Another question of pertinent importance was what the attitude of the committee would be on claims of medicinal qualities on which the medical profession was seriously divided,—the reply being that the best possible advice would be sought and a recommendation made, leaving it more or less unsettled as to how and from what source this advice was to be secured.

More than 200 attended the meeting and listened earnestly to Mr. Gardner and his associates on the committee. Jerry McQuade, editor of *Drug Topics*, presided and introduced the speakers.

Bluekamel Reorganizes as Imerman Labs.

The Bluekamel Manufacturing Co. has re-incorporated under the name of the Imerman Laboratories, Inc., with laboratory and offices at 11815 Hamilton avenue, Detroit. The organization will continue to manufacture the "Bluekamel" cosmetic line, and in addition it will offer a complete line of ten cent cosmetics. H. W. Imerman, president, states that the new line will be launched shortly with radio advertising. The Imerman Laboratories are offering to the trade a new product, American ichthyol, being the manufacturers and distributors of the material. The other officers are S. J. Imerman, vice-president, and S. Jaulus, secretary-treasurer.

de Navarre on U.S.P. Committee

Maison G. de Navarre, Detroit, consulting chemist, whose work on cosmetics, published in this journal has attracted considerable attention, has been named an auxiliary member of the Sub-Committee on Cerates, Ointments and Miscellaneous Galenicals of the Com-

mittee on Revision of the U. S. Pharmacopoeia. Born in Poland, Mr. de Navarre was educated at St. Francis High school, Clearfield, Pa., and at the Detroit City College of Pharmacy, College of the City of Detroit. He is especially well known in the Michigan city as a consultant on cosmetic and medicinal products and a research worker in toilet preparations. He is a regular contributor to these pages and his column headed "Desiderata" has, we are told, attracted much attention.

We are pleased to congratulate him on this additional recognition of his abilities and at the same time to advise our readers of his acceptance of an appointment as Contributing Editor on Toilet Preparations for this magazine.



M. G. DE NAVARRE

Laurel Soap Mfg. Co.'s Quarter Century

In the last twenty-five years many changes have occurred in the textile industry—new processes, new machinery, even a new fiber. Perhaps no organization has kept pace with these changes better than Laurel Soap Manufacturing Co., Inc., Philadelphia, whose own beginning dates just a quarter of a century ago. In September, 1909, in a very modest way, William H. Bertolet began in one room at Front and Laurel streets to make olive oil soap used widely in the textile field for degumming or boiling off silk, throwing silk yarn, scouring worsted yarn and piece goods.

To "Laurel Pure Olive Soap" were added other products used in the treatment of textiles and in a year the new company had to double its floor space. In the years that followed the steady increased demand for "Laurel" products made it imperative from time to time for the company to obtain larger quarters and in 1927 we find Laurel Soap Manufacturing Co. erecting a modern building with 60,000 sq. ft. floor space on a two acre lot at Tioga, Thompson and Almond streets in that city, and a railroad siding to facilitate shipments not only of the raw stocks in cars and tank cars, but deliveries to customers.

The new plant is equipped with modern machinery and a laboratory with competent chemists in charge. Here are tested the raw materials which are used in the preparation of "Laurel" products and where new products are developed to meet the requirements of the industry. One of the most recent developments of the Laurel laboratory is the new direct knitting formula, which eliminates the expensive backwinding operation in the manufacture of silk hosiery.

The business has been built on a foundation of uniform purity in the products manufactured and thorough knowledge of the requirements of the industry plus the ability and willingness to serve. The "Laurel" line includes a product to fit every need for scouring and processing wool, silk, cotton and rayon.

Laurel products have an international acceptance. The company has direct representatives in contact with the trade in New England, Middle and South Atlantic States with warehouse facilities in Paterson, N. J., in Charlotte, N. C., and in Chattanooga, Tenn. Shipments are made

regularly to the textile districts of this and foreign countries.

Laurel Soap Manufacturing Co. was incorporated in 1918. The business is operated by the original incorporators under Wm. H. Bertolet, president, who is looking forward confidently to the developments of the next quarter century.

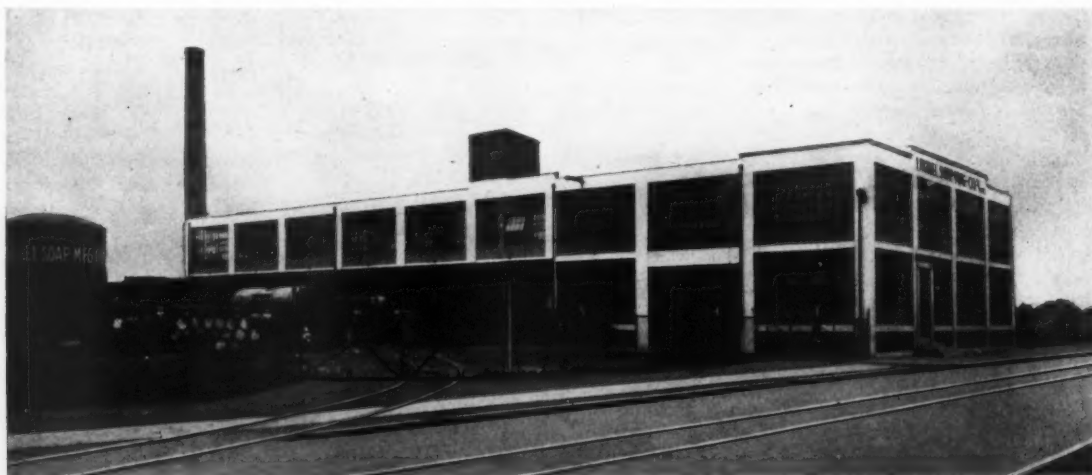
McKesson & Robbins Shows Profit

McKesson & Robbins, Inc., reports a net profit of \$1,055,194 after all deductions, including fixed charges, for the first half of 1934. This is equivalent, after dividend requirements on the preferred stock, to 24 cents a share earned on 1,082,555 shares of common stock outstanding. In the corresponding period last year the company showed a net loss of \$381,356 after similar deductions. Net sales of \$62,603,239 this year represented an increase of 28 per cent, or \$13,728,450, over the \$48,874,789 reported for the six months ended on June 30, 1933. Interest on the corporation's outstanding debentures was earned 3.67 times for the period. Through purchases of bonds in the open market the corporation has anticipated sinking fund requirements up to and including January 15, 1935.

The corporation's financial condition registered substantial improvement during the half year period, the ratio of current assets to current liabilities being 6.49 to 1 on June 30, 1934, compared with 6.06 to 1 on December 31, 1933. Current assets, after allowing for reserves for notes and accounts receivable, aggregated \$49,648,138 including \$3,473,457 cash, \$26,157,205 inventories valued at market or cost, whichever is lower, and receivables totaling \$20,017,476. Current liabilities totaled \$7,655,412, leaving net working capital of \$41,992,726.

An increase was reported in inventory as compared with the close of 1933, but this was taken care of almost entirely out of working capital. Much of the increase was due to the expansion of the company's liquor division, sales of which totaled \$8,895,554 for the half year.

For the month of July the company reports sales of \$8,555,830, comparing with \$8,178,903 last year, an increase of 4.61 per cent. For the seven months ended July 31, the company had sales of \$71,159,069.



Soap Code Assessments Being Made

Assessments are now being levied on manufacturing employers in the soap and glycerine industry to meet the Code Authority budget of \$58,250 which has been approved by the National Recovery Administration. The basis of contribution by members of the industry is at the rate of four-tenths of a mill per dollar of net sales in 1933, or one-fortieth of one per cent.

"The rate of assessment," says Roscoe C. Edlund, executive secretary of the Code Authority, "is believed to be the lowest thus far approved by the NRA for any manufacturing industry national in scope and as large as, or larger than, the soap and glycerine industry. It is by rigid economy in code administration that the assessment has been kept low."

Effective September 11, makers of cleansers made with soap and insoluble minerals as essential ingredients also come under the soap and glycerine code, but need contribute only one-tenth of a mill per dollar of 1933 sales for the current year. Soap and glycerine manufacturers whose principal line of business is under another code are exempt from assessment if their 1933 soap and glycerine sales were below \$25,000 and were less than 10 per cent of their total sales. Businesses operated by a single individual without employees are also exempt.

Payments made and sales information given will be strictly confidential and available only to the executive secretary and the auditors of the code authority.

Display School in Larger Quarters

The New York School of Display, after less than a year of existence, has outgrown its former quarters at 37 West 52nd street. Increased office space and lecture room have been taken in the R. C. A. Building at Rockefeller Center, New York. Enrollment for the fall term is progressing and classes are rapidly being filled.

Gaynor with Manhattan Soap

Robert Gaynor is now associated with the Manhattan Soap Sales Corp., New York, as sales representative covering the Philadelphia and Eastern Pennsylvania territory. Mr. Gaynor is known in the grocery trade through his former connection as district manager for Rumfords.

Vlad to Represent Franco-American

The Franco-American Hygienic Co., Chicago, recently appointed Alexander Vlad of Paris, to represent them in France. Mr. Vlad is now in Chicago inspecting the plant and will shortly return to France and will maintain his office in Paris.

Vadco Reports Loss

The Vadco Sales Corp., New York, and subsidiaries report for the six months ended June 30 a net loss of \$57,182 after taxes, depreciation and other charges, comparing with a net loss of \$135,828 in the first half of 1933. For the three months ended June 30 net loss was \$57,578 as against a net profit of \$396 in the preceding quarter and a net loss of \$59,446 in the June quarter of last year.

D. & R. to Make Schiaparelli Perfumes

Daggett & Ramsdell, New York, will handle the manufacture and packaging of the line of perfumes of Mme. Elsa Schiaparelli, Parisian coutourier, under an arrangement just completed. Distribution of the perfumes will be assumed by Stanco, Inc., parent company of Daggett & Ramsdell, with a separate marketing organization. All perfumes and containers will be selected by Mme. Schiaparelli, and the packages and perfume compounds will be imported from France.

Block Drug to Manage Ben Levy Co.

Management of the Ben Levy Co., Boston, has been taken over by the Block Drug Co., Brooklyn, N. Y., following the completion of negotiations by Leopold Levy on a recent visit from Paris. The Block Drug Co. has previously handled the sales of Ben Levy's "La Blache" face powder. It is understood that the new arrangement in no way changes the corporate identity of the Ben Levy Co.

Carvonne's in Larger Seattle Quarters

Carvonne's, distributors for Ex-Cel-Cis Beauty Products, Salt Lake City, has recently expanded at Seattle, Wash., and has taken larger quarters at 609 Stewart street, that city. In this location it is combined with the Beauty Chest Salon. Carvonne's, continues under the management of Miss T. St. Michel and Mrs. Mabel Larson.

Processing Tax Cuts Copra Imports

The Bureau of Raw Materials for American Vegetable Oils and Fats Industries, Washington, D. C., has issued a bulletin to soap manufacturers, urging the importance of filing a supplementary tax return with the Collector of Internal Revenue if the origin of coconut oil on which tax was paid was not clearly shown in tax returns previously filed. This information is necessary to the government, as it places the three cents per pound collected on coconut oil of non-Philippine origin in the United States Treasury, whereas the three-cent tax secured from coconut oil of Philippine origin must be refunded to the Philippine Islands. Any firms that have not as yet paid this excise tax are advised to make payment immediately to avoid the assessment of a 25 per cent penalty.

The Bureau suggests that soap manufacturers advise the public of the cause for the increased price of soap and to make every effort to have this excise tax repealed. "The ability to compete with the large soap maker in the white laundry soap field, which the small soap maker has enjoyed, is going to be tremendously crippled," says John B. Gordon, Washington representative of the organization, "if coconut oil is to be permanently removed from the list of oils and fats accessible to the small soap maker. That this bids fair to be the case is indicated by the imports of copra by domestic crushers. In July, 1933, they imported 41,198,000 pounds of copra. In July, 1934, they imported only 7,470,000 pounds of copra. Their sale of coconut oil is now almost reduced to a dribble in proportion to its former magnitude."

Schlienger Here for Two Months

Emile Schlienger, senior partner of Bertrand Frères, Grasse, France, arrived on the *Paris* Friday, September 14, for a visit of about two months to the American trade. Mr. Schlienger is making his headquarters with his American representative, P. R. Dryer, Inc., New York.

Commenting on the situation in Grasse, Mr. Schlienger said that the prices on floral products must inevitably be higher this year than last. He considers last year's prices abnormally low and believes that the quotations on products from the current crop will be about normal.

In explanation of this rise he said that the cost of roses and of orange blossoms was more than double that of last year, while the price of *jasmin* flowers had increased by nearly 30 per cent. In addition, stocks of these products are practically exhausted and the rose crop and *jasmin* crop are not likely to be more than one-half the usual quantities. *Jasmin* production was interfered with materially by cold weather during the blossoming season in August and the rose production has been curtailed because of the replacement of rose bushes by vegetables, due to the recent low prices of rose products.

On lavender the crop, according to Mr. Schlienger, will not exceed sixty-five tons which is not much more than one-half the normal crop. Stocks of old lavender oil have been entirely exhausted, and the small distillers are holding their oil at extremely high levels. Last year's very low selling prices for lavender oil cannot possibly be duplicated this year.

Mr. Schlienger will visit consuming industries throughout the country and hopes to meet again the many friends he has made in the course of his frequent visits here in the past.



EMILE SCHLIENGER

Hush Opens Export Office

The Hush Co., maker of "Hush" deodorants, has opened a foreign sales department at 55 West 42nd street, New York, to handle orders and inquiries from other countries. A. Guzman is manager of this office.

Miss Corcoran Visits New York

Miss Frances E. Corcoran of the E. R. Squibb & Sons branch in Cleveland, spent her two weeks vacation in New York City, at which time she visited the laboratories of E. R. Squibb & Sons at Brooklyn, N. Y. and Brunswick, N. J.

Empress Cosmetics Leases Quarters

The Empress Cosmetics Co. has leased space in the building at 240 Madison avenue, New York. Arrangements were executed for the lease by the Herbert McLean Purdy Management Corp.

Coming Conventions

National Association of Retail Druggists, New Orleans, La., September 24 to 28, 1934.

National Wholesale Druggists' Association, Greenbrier hotel, White Sulphur Springs, W. Va., Oct. 1-4.

Beauty and Barber Supply Institute, Inc., Palmer House, Chicago, October 1 to 5, 1934.

Women's Exposition of Arts and Industries, Hotel Astor, New York, October 1-6, 1934.

"American Beauty and Styles Convention," Hotel Astor, New York, October 8-11, 1934.

"Official Hairdressers' Show and Convention," Hotel Pennsylvania, New York, October 15 to 18, 1934.

American Bottlers of Carbonated Beverages, 106th Armory, Buffalo, N. Y., November 12 to 16, 1934.

N. W. D. A. Plans Annual Convention

Plans are rapidly being completed for the 60th annual convention of the National Wholesale Druggists' Association to be held at the Greenbrier hotel, White Sulphur Springs, W. Va., from October 1 to 4. There is every indication that this meeting will have the largest attendance ever recorded in N. W. D. A. history, according to Smith L. Rairdon, of the Owens-Illinois Glass Co., who is acting as chairman of the reservations committee.

More than the usual attention will be given to a program of business meetings which will be of marked importance. A wide variety of entertainment features is being arranged, while opportunity for golf, tennis, riding, hiking and swimming will be available to those who wish to participate in these sports.

Beauty Convention at New York

The third annual American Beauty and Styles Convention will be conducted at the Hotel Astor, New York, from October 8 to 11 under the supervision of Leon Pollack, managing director. The Empire State Master Hairdressers Association will hold its state convention at the same time and will cooperate with the exposition. Louis Caputo, vice-president of that organization, has been named chairman of a show committee to handle all details.

To Hold Hairdressers' Show

The "Official Hairdressers' Show and Convention" will be held in New York City, October 15 to 18, at the Hotel Pennsylvania. It will mark the third annual show of the New York State Hairdressers & Cosmetologists Association, Unit No. 1 and the State Association. P. Richard, known to thousands of hairdressers all over the country and himself a leading member of the profession, has been made managing director of the show.

Michigan Association Plays Golf

The Michigan Cosmetic & Extract Association held another summer golf tournament at the Forest Lake Golf & Country Club August 23, with George Beeman, president, Beauty Counselors, Inc., as host. After golf, some of the boys took a swim in the fine pool inside the club grounds. After dinner, the boys sang many songs of their Alma Maters, ending the evening with card games.

Sons Join Fathers in Tube Company

It is not so unusual to have a son follow his father's footsteps in entering the business world but it is not often that sons of two brothers, associated in business, should join their fathers' organization. However this has taken place in the New England Collapsible Tube Co., New London, Conn., and the accompanying picture shows the family group, all business associates.

In the picture are L. Tracy Sheffield, president and his son, Thomas C. Sheffield, who is connected with the Western office of the company with headquarters in Chicago; and W. Kyle Sheffield and his son, Alfred C. Sheffield, who is associated with the production end of the business in New London. Both the younger men recently joined the company after graduation from college and both are progressing well in their chosen work.

We extend our congratulations to the young men on the successful launching of their business careers and to the company for this earnest of continuation of its reputation for service.

Blanqué Here on Vacation

A. Blanqué, one of the principals of Etab. Bruno Court, Grasse, France with Mme. Blanqué, spent about two weeks in the United States on a vacation tour which included visits to New York and to the Century of Progress Exposition in Chicago. Mr. Blanqué was very reluctant to talk business but said that he considered world conditions on the mend generally although they might be hampered by unfavorable political happenings in various parts of the world. He expects to visit his many friends in the trade here on a subsequent trip, planned for next year.

Radex Co. Plans Factory

The Radex Co., Inc., Tacoma, Wash., is planning to build a new soap factory in that city. Now contracting with the National Soap Co., the Radex organization expects at an early date to have its own plant for the greater development of its soap business in the Puget Sound community.



L. TRACY SHEFFIELD, THOMAS C. SHEFFIELD, ALFRED C. SHEFFIELD AND W. KYLE SHEFFIELD

Luxury Tax is Part of Value

Holding that the French luxury tax of 12 per cent should properly be considered as a part of the foreign value of perfumes imported into the United States and accordingly should be added in computing the dutiable value of such merchandise, the U. S. Customs Court has decided against the appeal of Veolay, Inc., New York, from the original decision of the appraiser, and a case brought for similar cause by Roger & Gallet.

In a dissenting opinion Judge Evans declared his belief that the French tax being a tax at retail was not properly included as a factor of the dutiable value. Judge Keefe read the prevailing opinion of the Court in which Judge Cline concurred. The basis of decision was that the tax was imposed in France upon the manufacturers and was therefore a part of the manufacturers' costs and accordingly of the foreign valuation for tariff purposes.

Dr. Bost Becomes a Publisher

Dr. William Dale Bost, president of the Orange Crush Co. and of Bost, Inc., Chicago, has been elected chairman of the board of directors of *Inland Topics*, a new Chicago publication. Miss Irene McKnight, head of the cosmetic bureau of Walgreen's and formerly with the establishment of Helena Rubinstein in Chicago, will act as beauty editor for the magazine.

Rue Dee to Handle Perfumes

Rue Dee, a new company organized by Rudolph Samuels, will shortly open offices at 655 Fifth avenue, New York, for the sale of a line of fine perfumes. Mr. Samuels was formerly associated with Lucien Lelong, Inc., resigning after five years with that company. During the spring and summer he worked in Grasse and Paris, returning here early in September to open his own business.

Pendleton Manages Ex-Cel-Cis Branch

Dean Pendleton, formerly of Wichita, Kansas, is now manager of the branch of the Ex-Cel-Cis Beauty Products Co., in Omaha with headquarters at 515 Brandeis Theater building.

Dr. Thomssen in East

Dr. E. G. Thomssen, chief chemist of the J. R. Watkins Co., Winona, Minn., has just returned home after a trip to Canada, a brief vacation in Maine and a visit to the Watkins plant at Newark, N. J.

Legion Cross for E. Maunier

We have just learned of the election of Elie Maunier, retired technical director of Etablissements Antoine Chiris, Paris and Grasse, as Chevalier of the Legion of Honor.

M. Maunier is well known to many of our readers through his many years of activity in the technical side of production of essential oils and floral products. He was born in Marseille in 1866 and after completing his formal education in that city, he entered the perfume industry at the age of twenty with the house of Jeancard in Cannes, where he was made director of manufacturing. Ten years later M. Maunier left this house to join the Chiris organization and after thirty years of intense and useful activity was made technical director of the company's entire operations.

He retired from active connection with the industry in 1926 and was given the title of honorary director by Georges Chiris, head of the house, at that time; at the same time continuing his work as editor of the magazine, *Les Parfums de France*. For several years he has been president of the Syndicate of Perfumers of Grasse, and was named by the government Counsellor of Foreign Commerce of France.

A large part of his work since his retirement from business has been in the nature of charitable and philanthropic activities. M. Maunier is author of an authoritative work on perfume raw materials entitled "Les plantes à Parfum des Colonies Françaises" and also of numerous scientific articles which have appeared in *Les Parfums de France* and other technical journals. It is a pleasure indeed to congratulate him on his election to the Legion of Honor.

Arthur E. Bennett Forms Own Company

Arthur E. Bennett, who has been associated with Albert Verley, Inc., Chicago, has resigned to enter business on his own account as Arthur E. Bennett, Inc. He will handle perfume raw materials from headquarters at 109 West Austin avenue, Chicago.



E. MAUNIER

Soap Makers Name Tax Committee

R. R. Deupree, president of the Association of American Soap and Glycerine Producers, has appointed a general tax committee to guide, advise and take action in tax matters for the association membership when necessary. Those appointed to the committee include A. Roy Robson, Fels & Co., Philadelphia, chairman; F. C. Adams, Andrew Jergens & Co., Cincinnati; Homer D. Banta, Iowa Soap Co., Burlington, Ia., (Leo Golden, same firm, alternate); F. M. Barnes, Procter & Gamble Co., Cincinnati; Daniel McIver, Original Bradford Soap Works, West Warwick, R. I.; F. H. Merrill, Los Angeles Soap Co., Los Angeles; William Newton, Jr., Haskins Bros. & Co., Omaha; M. J. Pendergast, Lever Brothers Co., Cambridge, Mass.; W. E. Philbrick, Beach Soap Co., Lawrence, Mass.; Mason Trowbridge, Colgate-Palmolive-Peet Co., Jersey City; and C. F. Young, Davies-Young Soap Co., Dayton.

Jewel Tea Pays Employees Bonus

The Jewel Tea Co., Inc., Barrington, Ill., paid a special "wage extra" to its 2,250 employees on September 15 in the form of a bonus equal to 5 per cent of the workers' earnings during the period from December 31, 1933, to July 14, 1934. Those whose average income exceeded \$50 a week, however, received the 5 per cent "extra" only on the \$50 average. The bonus payment involved the distribution of approximately \$75,000 to the company's employees.

For the 28 weeks ended July 14 the company reported net earnings of \$702,642, or \$2.51 a share, after taxes, depreciation and other charges. In the same period last year earnings were \$305,638, or \$1.09 a share. An improvement of 21.65 per cent in sales was ascribed almost entirely to the serving of more customers, as selling prices were only slightly higher than in 1933.

Affiliated Products Profit Lower

Affiliated Products, Inc., Chicago, and subsidiaries report for the six months ended June 30 a net profit after taxes and other charges of \$115,751, equal to 30 cents a share on 382,800 no par capital shares. This compares with earnings of \$237,856, or 62 cents a share, in the first half of 1933.

For the three months ended June 30 net profit was \$16,550, or 4 cents a share, as against \$99,201, or 26 cents a share, in the previous quarter and \$76,993, or 20 cents a share, in the June quarter of 1933.

White King Offers Perfume

The White King Soap Co., El Paso, Tex., has expanded its line by the addition of a perfume under the name of "Princess Nadji." In introducing this odor, the company is offering a sample flacon in return for a certain number of wrappers from its "White King" toilet soap.

Warren E. Burns Sails

Warren E. Burns sailed on the *Majestic* Thursday, September 13, for a visit of about a month in Europe. Mr. Burns' trip is being made in conjunction with the sale of grapefruit products in which he is interested.

Connecticut Reports on Cosmetics

The Connecticut Experiment Station, New Haven, in its voluminous annual report on analyses of food and drug products of various sorts, includes several cosmetic preparations. In general, these have been approved by the Station, the only exception being a so-called "razorless shave" preparation which the Station reports is "not to be recommended because of the irritation that may follow their use, especially in the case of delicate or sensitive skins." The preparation in question contained barium sulfide as the active ingredient.

Hyatt Sets Outboard Record

A new all-time high for speed in outboard motor boat competition was established in the regatta at Middletown, Conn. on September 9 when Paul W. Hyatt of Brass Goods Mfg. Co., Brooklyn, who has already won an enviable reputation as an outboard motor racer, captured the second five-mile heat of the class F Eastern divisional amateur championship race at the average speed of 53.444 miles an hour. This is a half mile faster than any outboard motor boat has ever been driven before. The press reports that the class F race bristled with more thrills and spine-tingling driving and brought out more speed than has ever been seen in this sport.

The first heat was won by Lewis G. Carlisle who in that heat broke his former record of 52.941 miles an hour and set a new mark of 53.004. Mr. Hyatt was third in that heat. In the second heat the boats came out of the first turn in a bunch and entered the second



very close together. Paul B. Sawyer, Jr. of Yale, hit a patch of broken water and Mr. Hyatt, coming through on the inside passed Carlisle, winner of the first heat, and thereafter was never headed, gradually widening the gap between himself and the other boats. He won easily by 150 yards from Sawyer, who had passed Carlisle and was in second place. Mr. Hyatt's first and third place gave him the championship. Carlisle took runner-up place and Joel Thorne of New Rochelle beat Sawyer for third place, the final standing being Hyatt 625 points, Carlisle 569, Thorne 525 and Sawyer 469.

Mr. Hyatt has won a large number of trophies in his career as outboard motor racer and a group of a few of these is shown in the accompanying photograph.

Firstenberg Helps in Sensational Rescue

All the New York evening papers on the last Saturday in July, carried pictures and stories of a thrilling rescue by Jones Beach Life Guards who had taken off six men and a boy from a 25 foot motor launch which had proven unequal to the elements. But the real hero



F. R. FIRSTENBERG

of the rescue was one of our own subscribers, a man serving the readers of this publication with machinery and only his mechanical knowledge and skill saved the small group of fishermen.

Fred R. Firstenberg, president of the First Machinery Corp. of 419 Lafayette street, New York, had been in the habit all through the summer of knocking off Saturdays and going fishing, solo, in his little outboard motor boat. But on the particular Saturday in question, when he approached his customary pier starting point, Capt. Gus Carlson, who runs that particular Long Beach dock, invited him to join a small party on a larger boat comprising several Southern gentlemen, desirous of agreeable company, and he accepted with alacrity.

With more daring than discretion, Capt. Carlson headed for the open sea, as they were after bigger game than usual. However, mountainous waves and high winds made them all uneasy, and without much discussion Capt. Carlson determined to turn back. As he turned the small craft, a tremendous wave hit it broadside and all thought they were being capsized. However, the boat righted itself but every man aboard had been thrown to the deck, the wave had swept over them, killed the motor and there they were, absolutely helpless in the unruly elements.

Mr. Firstenberg, the machinery man, thought a moment, looked about for a dry cloth or rag but all were soaked to the skin. Suddenly he ripped off his shirt and found that his shirt tails were fairly dry. Working on the theory that "wet wires won't work" he detached and dried each wire separately then hooked them up again. He carefully went over the distributor, coil, etc. and got the motor sputtering again. Inasmuch as all were very nervous and skittery about heading back to Long Beach, they made for the towers of Jones Beach, the only visible land mark. Approaching shore Firstenberg jumped to the roof of the cabin and frantically waved his shirt. The rest of the story and glory belong to the Jones Beach guards. But the following Saturday, Mr. Firstenberg used his own little outboard skiff, wearing two shirts, thank you.

Wells Drug Buys "La Palma"

The business and products of the Ames Drug Co., 5800 Florida avenue, Tampa, Fla., has been sold to Wells Drug Co., of Tampa. They will continue to manufacture the line of "La Palma" beauty shop and barber supplies, which has a wide distribution in central Florida.

Lambert Earnings Are Lower

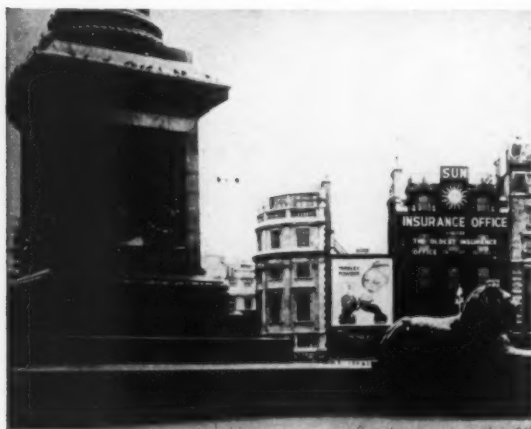
The Lambert Co., St. Louis, Mo., reports for the six months to June 30 a consolidated net profit of \$1,127,751 after taxes, equal to \$1.51 a share on 746,371 shares of capital stock outstanding. This compares with earnings of \$1,288,967, or \$1.73 a share, during the first half of 1933.

Net profit for the second quarter of 1934 was \$383,130, or 53 cents a share. Profit for the same period last year was \$470,937, or 63 cents a share.

Yardley Sign in Trafalgar

The London firm of Yardley & Co., Ltd., has acquired Walter Hill's famous poster site in Trafalgar Square, which is in the heart of London and is claimed to be the finest outdoor advertising site in the world. Yardley intends to use the site to give publicity to "Silver Box" powder.

This powder is consistently and extensively advertised in the national press of Britain and on the principal



outdoor bill boards throughout the country. The showing in London this fall is being trebled, the Trafalgar Square sign being the keystone of the new campaign. The site covers 440 square feet—which means of course that the poster had to be specially painted—and it is bordered by neon lighting. The site is one of the costliest in Europe.

Trade Laboratories Elect

At the recent meeting of the directors of Trade Laboratories, Inc., Newark, N. J., J. C. Brush was elected president and C. B. Brush, secretary and treasurer. This involves no change in personnel or policies of the company but fills the offices held by the late H. L. G. Dalrymple.

Henriksen Resigns from Norda

Arthur Henriksen who has been associated with the Norda Essential Oil & Chemical Co., New York, N. Y., for ten years, has resigned in order to take up work in the East. His plans have not yet been announced.

Miss Carpenter Saved from Morro Castle

Miss Madge Carpenter, secretary to J. L. Hopkins of J. L. Hopkins & Co., crude drug merchants, New York, has recovered from shock and exposure suffered after the burning of the *Morro Castle*, on which she was a passenger. Miss Carpenter was in the water for several hours.

French Require Origin Mark on Soap

On and after September 30, to conform with the requirements of a French official Decree, dated June 28, soaps imported into the French Republic must indicate their origin in a prescribed manner. The indication of origin should be shown in letters at least 3 mm. high in the composition of each cake and on the box containing it.

In the case of hard soap the indication should be printed in the composition of each bar, piece, or cake, and on the immediate packing if the soaps are offered to the consumer packed. With soft and liquid soaps, flakes, and powders, the indication should be placed on each inside and outside packing—barrel, tin, bottle, sack, box, wrapping, etc.

Schmidt Back from Madagascar

James S. Schmidt of Dodge & Olcott Co., New York, returned late in August from a trip to Madagascar. Mr. Schmidt left New York early in the spring and after a short stay at Marseilles, arrived in Madagascar on June 3, spending about six weeks there investigating the situation in vanilla beans.

He reports that the crop this year will not be more than 400 tons, which is very sharply less than normal and that a rise in the prices of Bourbon vanilla is to be expected. His trip was made more difficult by the exceedingly primitive methods of transportation prevailing through the vanilla district of Madagascar and by the fact that at least half of the vanilla is produced in very small quantities by native growers.

He also stopped at Zanzibar and made a check of the clove situation, returning by way of Marseilles.

United Drug to Broadcast

The United Drug Co., Boston, will inaugurate a coast to coast radio program on the WJZ network of the National Broadcasting Co. on Sunday afternoons, starting October 14. The 80 piece Kansas City Philharmonic Orchestra, directed by Karl Krueger, will furnish a half hour's entertainment and the announcing will be done by DeWolf Hopper. An added feature will be a talk once a month by L. K. Liggett, president of the United Drug Co., to the "Rexall" Agents.

The United Drug Co., Boston, and subsidiaries report for the three months ended June 30 a net profit of \$165,586, after taxes and other charges, equal to 12 cents a share. This compares with net profit of \$436,378, or 31 cents a share, in the preceding quarter. For the six months ended June 30, net profit totaled \$601,964, equivalent to 43 cents a share.

The company has sponsored the organization of United Wholesale Druggist, Inc., a distributing corporation whose object will be "to secure to druggists the benefits of mass purchasing power."

Florasynt Moving Coast Branch

Florasynt Laboratories, Inc., New York, will move its San Francisco office to finer and larger quarters at 524 Washington street in that city on or about October 1. The branch is at present located at 607 Sansome street. The company also has a Southern California office at 706 North La Brea avenue, Los Angeles, which will be retained.

Dr. Alexander Katz, secretary of the company, returned to the coast last month, visiting the trade in the Pacific Northwest on the way. He also stopped off at Denver to confer with C. B. McCollm, the company's representative in that city.

Dr. Charles Horney, formerly of the Amtorg Trading Corp., is now traveling through Europe in the interests of the Florasynt organization, visiting acquaintances in the trade in England, Germany, Italy, Poland and Russia. He will be abroad until the latter part of the year.

The company has appointed William S. Schram, 10 West Kinzie street, Chicago, as sales agent for the cities of Chicago, Milwaukee and Winona.

Stokes Returns from Europe

Francis J. Stokes, president of the F. J. Stokes Machine Co., Philadelphia, Pa., has returned home after a two-months' motor trip through the British Isles with his family.

E. Philips Thompson, son of Edwin Thompson, governing director of Thompson & Capper, Wholesale Ltd., of Liverpool, England, British agents for the F. J. Stokes Machine Co. is visiting John A. Silver, vice-president of the Stokes organization. After spending a few weeks in Philadelphia, Mr. Thompson will return to England after an absence of eight months on a tour which took him round the world.

Jack Runnels Loses Big Pike

At Whitefish Lake, Minn., four district managers of the Owens-Illinois Glass Co., Jack Runnels of Atlanta, "Boff" Goff of St. Louis, Horace Prewitt of Minneapolis, and Joe Hope of St. Paul, recently went fishing. Runnels had a big strike and hauled in a 15-pound wall-eyed pike amid great excitement. Then Prewitt, who had never seen so large a fish before, stood up to get a better view, forgetting that he was in a boat. The craft capsized in 100 feet of water, two miles from shore, and other boats fished the fishermen out of the lake. The pike had returned to his native element, taking all the fishing tackle with him. Joe Hope overcame his chagrin by later taking a 35-pound muskie from nearby Rush Lake.

Continental to Add to Stock

The Board of Directors of Continental Can Co., Inc., New York has authorized the calling of a special meeting of the stockholders to vote upon a proposed increase in the authorized stock from two million to three million shares. Subject to such approval, the Board declared a stock dividend of fifty percent upon the outstanding stock. It is the expectation of the Board that after the issuance of the stock dividend, the initial quarterly cash dividend will be sixty cents per share.

Talc Production Gained in 1933

Output of talc and ground soapstone during 1933 gained 30.3 per cent in quantity and 23.5 per cent in value over 1932, according to figures submitted by 29 producers to the United States Bureau of Mines. Production last year was, however, 30 per cent lower in quantity and 36 per cent lower in value than the high output reported for 1929.

Talc and ground soapstone sold by domestic producers last year totaled 160,554 short tons, valued at \$1,681,324, as compared with a 1932 production of 123,221 tons, valued at \$1,361,633. The 1933 figures include 154,483 tons of ground talc or soapstone, valued at \$1,613,952; 5,985 tons of crude talc or soapstone, valued at \$46,553, and 86 tons of sawed or manufactured talc, valued at \$20,819.

The producing states in 1933 were California, Georgia, Maryland, Michigan, New Jersey, New York, North Carolina, Pennsylvania, Vermont, Virginia and Washington. Average prices showed little change as compared with 1932, with ground talc and soapstone selling from \$2.50 a ton for low-grade material to \$30 a ton for the highest grade of ground talc.

Imports of talc and soapstone in 1933 totaled 22,147 tons, valued at \$391,516, an increase of 10 per cent in quantity and 9 per cent in value over 1932. Imports from Canada increased appreciably, while those from France and Italy declined.

Noyes Now Sugar Laboratory Director

The directors of the Applied Sugar Laboratories, New York, have appointed H. A. Noyes as managing director. Dr. Noyes has had an extremely interesting career in the food industries, including the managing of food farms, developing a new fruit belt, research in soils to develop production of various foods in different localities, standardizing company products and processes, developing new methods of food preservation and products for canning, organizing and engineering food factory operations. He is a graduate of Massachusetts Agricultural College, studied at Purdue University and University of Pittsburgh, and has done extensive research work in agricultural products.

Webb on Visit to England

R. Righton Webb, treasurer of W. T. Bush & Co., Inc., New York, N. Y., accompanied by Mrs. Webb and their son sailed on the *Britannic* August 27. Mr. Webb will confer with the officials of the parent company in London and Mitcham and expects to return early in October.

Vick Chemical Reports Profits

The Vick Chemical Co., Inc., and subsidiaries report for the three months ended June 30 a net income of \$191,118 after taxes, depreciation and other charges, equal to 28 cents a share on 700,280 shares of stock outstanding. Net income for the first three months of 1934 was \$1.12 a share, making the net earnings for the six months ended June 30 \$1.40 a share. Profits for the second quarter of last year were included in the report of Drug, Inc., preventing a comparison with the same period of this year.

Mitcham Becomes a Borough

Mitcham, Britain's famous lavender town, has just received from the Home Office the scroll of vellum which, on September 19, will make one of the oldest parishes in the United Kingdom into its youngest borough. The scroll will be handed over officially to the Charter Mayor on that date by Lord Ashcombe, Deputy Lord Lieutenant of Surrey, on behalf of King George.

The coats of arms of the new borough embody as far as possible something in heraldry representative of all the main activities of the borough. The arms are on a "field vert," signifying the Mitcham Cricket Green, which for centuries has been one of the nurseries of first-class cricket. Then prominent in the coat of arms are sprigs of lavender, with which Mitcham has ever been associated. Lavender appears in each side panel of the shield and surmounts the crown at the top. In all the coat of arms shows nine heads of the ancient herb. The central panel contains the huge key which annually opens Mitcham Fair, this being combined with the crossed keys and sword of St. Peter and St. Paul, the patron saints of Mitcham.

After the Mayor has received the charter there will be a great pageant of the green depicting incidents in the history of Mitcham. Over 8,000 school children will take part.



Mexico Alters Rates of Duty

The Mexican government has quite sharply reduced the rates of duty on raw materials for toilet preparations and medicinal preparations at the same time increasing the rates upon the finished products. This has been done with a view to stimulating the production of these materials in Mexico. New and old rates on items of special interest to manufacturers of toiletries are: benzyl acetate from 2 pesos per kilo to 1 peso; benzyl benzoate from 2 pesos to 1 peso; deodorants and depilatories unperfumed from 2 pesos to 4 pesos; cosmetic dyes from 2 pesos to 4 pesos; ethyl benzoate, ethyl oenanthe and formic ether from 2 pesos to 1 peso; terpineol from 3 pesos to 1.50 pesos; toilet milks and lotions and unspecified toilet preparations from 2 pesos to 4 pesos.

Cosmeticians Meet in Chicago

The American Cosmeticians Association held its annual convention at the Sherman hotel, Chicago August 20 to 22nd. The exhibitors were pleased with the interest shown by the visiting owners and operators of the beauty trade and orders were reported just a trifle lower than last year. The annual election was held on the closing day and the following were elected: president, Mrs. Winifred Fayant, Philadelphia; assistant to president, Mrs. Doris Lee Leeds, Chicago; vice-presidents, Mrs. Nellie Ramsay, Wichita, Kan.; Mrs. Mary Braden, Cleveland; Mrs. Anna B. Harris, New Orleans; Mrs. Elizabeth Dorr, Lexington, Ky.; Madame Auralea, New York; chairman, board of managers, Mrs. M. B. McGavran, Kansas City, Mo.; chairman, executive committee, Mrs. Ruth D. Maurer, New York; executive secretary and treasurer, Miss Frances Martell, Chicago.

In appreciation for the earnest efforts of Miss Martell in filling the office of secretary and treasurer so conscientiously during the past several years, the members voted that she be elected for a term of 5 years.

Wisconsin Cosmetologists Under Code

A proposed code of fair competition for the beauty shop industry submitted by the Wisconsin Hairdressers and Cosmetologists Association, Inc., was approved August 10 by Governor A. G. Schmedeman and became effective August 24.

The code specifies maximum hours of work, maximum shop hours and minimum rate of pay. It provides that "an instructor in a beauty school for the purpose of instruction of students or supervision of such instruction, shall be confined in his or her duties to the sole and exclusive work of the instruction of students," and defines a beauty culture school curriculum.

Included in the unfair trade practices under the code is the accepting of any offer on the part of any manufacturer, wholesaler, jobber, or distributor to pay any salary or wages of, or commissions to, any employees of a beauty shop or a beauty school.

Members of the code authority for the beauty industry have been named as follows: Attorney Benjamin Bull, Madison, chairman; Mrs. William Hicks, Madison; Robert Simons, Milwaukee and Mrs. Mollie Young, Manitowoc, representing employers; John Hannaman, Milwaukee, representing schools; Eugene Gotz, Milwaukee, and L. L. Underwood, Eau Claire, representing employees. Mrs. Lydia Brown Schmidt, Milwaukee, has been named executive secretary with offices in the Washington Bldg., Madison.

Exports of Essential Oils from India

Exports of lemongrass, palmarosa, and other essential oils from India during the three fiscal years, ended March 31, 1932, 1933, and 1934, are shown in the following table:

	1931-32 (Gallons)	1932-33 (Gallons)	1933-34 (Gallons)
Lemongrass oil...	50,700	43,100	45,400
Palmarosa oil....	6,600	7,400	8,300
Other sorts.....	2,200	1,800	2,000

Cosmetics and Drugs First on Radio

With a gain of 82.5 per cent over last year, the drugs and toilet preparations industry attained first place in amount of radio network broadcast advertising expenditures for the first six months of 1934. It has thus displaced the foods and food beverage industry, which held first rank from 1930 through 1933, according to figures compiled by National Advertising Records and released by the National Broadcasting Co.

Manufacturers of soaps and housekeepers' supplies were sixth in importance in broadcast advertising during the first half of this year. A comparative ranking of the first ten industries in network broadcast expenditures for the first six months of 1934 and the full years from 1928 through 1933 follows:

	1928	1929	1930	1931	1932	1933	1934 6 Mos.
Drugs and Toilet Goods	4	3	2	2	2	2	1
Foods and Food Beverages	5	2	1	1	1	1	2
Cigars, Cigarettes and Tobacco	10	5	4	3	3	4	3
Automotive	3	4	8	8	5	5	4
Lubricants, Petroleum Products & Fuel	11	7	5	10	4	3	5
Soaps and Housekeepers' Supplies	13	16	17	5	9	7	6
Confectionery & Soft Drinks	6	13	12	6	6	6	7
Financial and Insurance	7	8	9	4	8	8	8
House Furniture & Furnishings	9	12	15	13	15	11	9
Wines, Beers, and Liquors	—	—	—	—	—	—	10

Actual volume of network radio expenditure for the first six industrial classifications during the first half of 1934 and during the first half of 1933 are compared in the following table:

	1933 First 6 Mos.	1934 First 6 Mos.	% Gain	% Loss
Drugs and Toilet Goods	\$3,738,067	\$6,823,031	82.5	
Foods and Food Beverages	4,418,080	5,885,183	33.2	
Cigars, Cigarettes & Tobacco	1,746,934	2,068,181	18.4	
Automotive	923,849	1,958,611	112.0	
Lubricants, Petroleum Products & Fuel	1,908,290	1,456,530		23.7
Soaps & Housekeepers' Supplies	476,062	1,058,404	122.3	

Perfume Counterfeiter Convicted

Raymond Reece, arrested in Minneapolis, Minn., for selling spurious perfume in Coty bottles was sentenced on September 11 to six months in the city work house. Sentence was suspended when Reece was placed on probation for one year during which time he is to report to the probation officer once a week.

Reece had dealt in spurious perfumes that were counterfeits of the products not only of Coty, but of practically all the leading perfumers. His conviction is a notable addition to the long list of Coty legal victories in their campaign to end unfair practices.

British Exempt Chemicals for Duty

Exemption from the Safeguarding of Industries Act has been approved by the British Board of Trade in respect of methyl anthranilate and neroli and becomes effective immediately.

Italy's Exports of Citrus Oils Up

Exports of citrus oils from Italy in 1933 increased both in total foreign shipments and in exports to the United States, although the declared value per pound declined. The figures were:

Year	Total, All Countries (Pounds)	Total, United States (Pounds)
1932 ...	1,139,000	\$1,014,000
1933 ...	1,711,000	\$1,133,000

British Soap Exports Decline

The United Kingdom's soap exports for the second quarter of the current year totalled 10,100 tons, as compared with 10,300 tons for the corresponding period of 1933, according to official figures just issued. For the first three months of 1934 shipments amounted to 11,000 tons. The decline is partly attributable to the transfer of business to overseas plants of British soap concerns which hitherto exported supplies.

British Soap Chief Leaves Fortune

James Webster, late managing director of John Knight, Ltd., well-known soap manufacturing firm associated with the Lever group (in whose service he had been for 52 years), left estate worth £51,244 (\$256,220). He bequeathed his entire fortune to his widow, Mrs. Marion Campbell Webster.

Robert M. Watson

Robert M. Watson, formerly associated with the Colgate-Palmolive-Peet Co., died in Miami, Fla., September 11, at the age of thirty-five. Mr. Watson was for a time in charge of sales of the "Seventeen" line of perfumes and toilet preparations. He retired in 1931, following a nervous breakdown and has resided in Miami, Fla. since that time. He was a veteran of the World War and a holder of several decorations for distinguished services.

Mme. Florence Schwartz Tourneur

Mme. Florence Schwartz Tourneur, founder and head of the cosmetic and beauty establishment in New York, bearing her name died at Post Graduate Hospital, New York, August 31, after an illness of two months. Mme. Tourneur was born in the province of Quebec, Canada, forty-four years ago. Entering the beauty industry, she came to New York and established her own company, later engaging in the manufacture of toilet preparations which were originally applied in her own establishment and later more widely distributed. Funeral services were held on September 3. The business will be continued by Mme. Tourneur's successors.

Robert M. Craig

Robert M. Craig, sales promotion manager of Plough, Inc., Memphis, Tenn., died after a heart attack at New York last month. He was 40 years old and had been associated with the Plough organization for four years, prior to which he headed a business of his own under the name of Craig, Inc. Funeral services were held at Memphis and burial was at the Memphis Memorial Park, with the Rev. Robert Stuart Sanders officiating.

Mrs. Elizabeth A. Spurr

Mrs. Elizabeth A. Spurr, president of the Rubberset Co., Newark, N. J., from 1930 until the purchase of that business by the Bristol-Myers Co. two months ago, died on August 25. She was 63 years old.

Wayte A. Raymond

Wayte A. Raymond, veteran toilet goods salesman, who for many years was known to buyers throughout the United States died August 27 at the age of 81. Mr. Raymond had been connected with several well known houses in the field. He was for some years with the Cauvigny Brush Co., and later with Deutsche Brothers and the Alfred H. Smith Co. He spent in all more than 55 years in the toilet preparations sales field and only retired during the last few months when failing health compelled him to relinquish his road trips. Funeral services were held August 29.

G. Roy Glidden

G. Roy Glidden, vice-president of Otis E. Glidden & Co., Inc., Evanston, Ill., died September 2 following a stroke of paralysis which he suffered while playing golf at the Chicago Country Club the previous day. Mr. Glidden was 40 years old. Born in Batavia, N. Y., in 1894, his family soon moved to LeRoy, N. Y., where he was graduated from the LeRoy High school. During his high school course he was prominent in athletics, playing both football and basketball with distinction. He later completed a course at the Rochester Business Institute and then joined his father, Otis E. Glidden in business in the Middle West.

Mr. Glidden spent some time in the army during the World War and upon his discharge again became associated with his father. Jointly, they organized Edna Wallace Hopper, Inc., in 1922 and during the last twelve years, Mr. Glidden held important executive positions in Affiliated Products, Inc., Hopper-Kissproof, Inc., Louis Philippe, Inc., Neet, Inc., and Jo-Cur Laboratories. Only a year ago with his father, he incorporated Otis E. Glidden & Co., of which he became vice-president. He was also secretary of Sunlite Dessert Co., makers of food products, Waukesha, Wis.

In 1924, Mr. Glidden was married to Miss Lillian Nichles of Waukesha who with a daughter, Joanne survives. He also leaves his father, a brother, Ernest B. Glidden of Waukesha and a sister Mrs. Walter R. Heimlich of LeRoy. Funeral services were held from the home of his sister in LeRoy with interment in Machpelah cemetery.

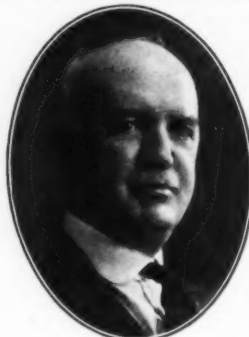
Mr. Glidden was a man of great ability and much personal charm and numbered a host of friends in the toilet preparations and proprietary medicine industry.



THE LATE
G. ROY GLIDDEN

Sumner W. Lothrop

Sumner W. Lothrop, veteran toilet preparations salesmen and affectionately known as "Jack" to a host of friends among buyers and in the trade, died at his home in Orange, N. J. August 20. He had been in poor health for some time, but his death came as a distinct shock to his intimates. He was 76 years old.



THE LATE
SUMNER W. LOTHROP

Mr. Lothrop was born in Boston in 1858 and entered the sales end of the toilet goods business as a young man. He was connected at various times with Park & Tilford, Crown Perfumery Co., Lubin and Alfred H. Smith Co., with all of which he made enviable sales records. For over 54 years until his retirement about three years ago, he was engaged in sales work.

A charter member of the Foragers, and first president of that organization, "Jack" was a familiar figure at the annual banquets and outings, missing only two of the Winter affairs and three outings in his long connection with the group. His keen interest in the work of the Foragers was maintained up until his death and only ill health prevented his attendance at this year's outing. He was also a life member of Kane Lodge, 454, F. & A. M.

Mr. Lothrop leaves his widow, Mrs. Mary Blake Lothrop, a daughter, Anita, and a son, Sumner W. Lothrop. Funeral services were held from his home August 22 and were attended by a large delegation from the trade. Interment was in Belfast, Me.

Robert A. Beggs

Robert A. Beggs, founder and president of Beggs & Graham Co., Philadelphia, manufacturers of paper boxes died at the home of his son, Robert A. Beggs, Jr., at Merion, Pa., August 20. Mr. Beggs was 88 years old and had been in the paper box business for 56 years. In 1878 he entered the business with the George W. Plumly Co., and established the present company with the late Charles T. Graham in 1900. He was a life member of the Manufacturers Club of Philadelphia.

John B. Mullen

We record with deep regret the death of John B. Mullen, brother of A. E. Mullen, president of American Perfumers' Laboratories, New York. Mr. Mullen was drowned August 5 in a heroic effort to rescue a young girl at Willoughby Beach, Va. He was successful in keeping the girl afloat until she could be pulled from the water but sank to his death from exhaustion. Mr. Mullen, a first class seaman aboard the U. S. Coast Guard Cutter, *Mendota*, was buried at sea August 13 with full naval honors. The Captain of the *Mendota* has recommended him for a citation and steps have been taken looking to a Carnegie Medal award. Mr. Mullen leaves his widow.

Robert N. Bode

Robert N. Bode, vice-president and treasurer of The George W. Luft Co., Long Island City, N. Y. died suddenly from a heart attack September 7. Mr. Bode, who was 62 years old, was a native of Missouri and much of his time was spent in the West, particularly California. He had travelled extensively throughout the United States for many years and was widely known among buyers of toilet preparations from Coast to Coast.

About twelve years ago, he came to New York where he became vice-president and treasurer of the Luft company. In addition to controlling the company's financial affairs, he had complete charge of sales. He was a charter member of the Elks Lodge at St. Charles, Mo. His many friends in the trade and among buyers throughout the United States will learn of his sudden passing with deep regret.



THE LATE
ROBERT N. BODE

Thomas Edward Goodyear

Thomas Edward Goodyear, chairman of Stafford Allen & Sons, well-known British manufacturing chemists and essential oil distillers, died at Bromley, England, on August 14. Mr. Goodyear was for many years one of the senior partners of Viney, Price & Goodyear, chartered accountants. During the war he rendered valuable service as an honorary member of the Flour Mills Committee set up by the British Food Ministry. Soon after his only son was killed in the war Mr. Goodyear retired from active practice as a chartered accountant.

Mr. Goodyear joined the directorate of Stafford Allen & Sons in 1915 and became chairman on the death of the then chairman, E. R. Allen, in 1916. His cheerful personality, which gained him many friends, will be missed in the perfumery trade.

Samuel M. Moneypenny

Samuel M. Moneypenny, formerly manager of the chemical department of H. J. Baker & Bro., New York, died August 29 in a sanitarium at Ridgewood, N. J., following a stroke. He was 73 years old and had been closely associated with the drug and chemical business in New York for more than 50 years.

Mr. Moneypenny, a native of Brooklyn, N. Y., entered the drug and chemical brokerage firm of Samuel G. McCotter, his brother-in-law, in 1874 and acted as a partner in that business from 1885 to 1900. After that time he became assistant to James Hartford, a member of the Schoelkoff, Hartford & Hanna Co. He continued with that organization after it was incorporated with the National Aniline & Chemical Co., but resigned in 1918 when the latter was merged into the Allied Chemical & Dye Corp. He then joined H. J. Baker & Bro. and directed that company's chemical department from 1924 until his retirement in 1926.

Col. William Winwood Gossage

Colonel William Winwood Gossage, who died at the end of August at his home at Godalming, England, at the age of 72, was a grandson of the founder of the soap firm of William Gossage & Sons, Widnes.

Colonel Gossage was born at Widnes and followed his father into the firm, of which he became head. He retired from the soap trade in 1912. At that time he was living in Lancashire, of which county he was a magistrate and commander of a West Lancashire Brigade of the Royal Field Artillery. He was mayor of Widnes in 1901-2, the fifth in the line of mayors of this soap town of which his father, F. H. Gossage, was the first.

The Gossage soap firm, with which was coupled the Timmis family, was established about 1855, and was incorporated as a limited company in 1894. Ultimately it was merged in the Lever combine. Two years ago the whole of the big plant at Widnes was closed down and transferred either to Bromborough or to Warrington.

Colonel Gossage was married twice, having one son by his first wife and three by his second. He was a good golfer and a keen shot. He took up yachting late in life and was elected commodore of the Great Yarmouth Yacht Club. Due to the Gossage soap brands having been continued by Levers, the name is still a household word in Britain.

Miss Ada Hundt

Miss Ada Hundt, for the last 28 years associated with the A. J. Krank Co., St. Paul, Minn., died at her home in that city, August 29. She was the oldest employee in point of service with the company and had wide circle of friends among the essential oil trade.



THE LATE
ADA HUNDT

For many years she worked in the laboratory in the development of the Krank line and for some years before her death was superintendent of the factory as well as buyer of most of the raw materials.

Born in St. Paul, she was educated in the public schools and spent her entire business life with the Krank organization. She was married in 1920 but later resumed her maiden name. Surviving are her daughter, Lois, her parents, Mr. and Mrs. H. L. Hundt of St. Paul, four sisters and a brother. Funeral services were held at St. Paul's Evangelical Church September 1 and interment was in Elmhurst cemetery.

Mrs. Henry J. Beck

Mattie Blanchard Beck, wife of Henry J. Beck, sales agent of the Northwestern Chemical Co., Wauwatosa, Wis., died early this month at the home of her daughter, Mrs. H. E. Jones, at Evanston, Ill. Prior to joining the Northwestern Chemical Co. in 1920, Mr. Beck was for 36 years associated with the Dodge & Olcott Co., New York.

Chicago Trade Notes

THE closing tournament of the Golf Auxiliary of the Chicago Perfumery, Soap and Extract Association and the Chicago Drug and Chemical Association was held on September 11 at the Glen Oaks Country Club. About forty members and guests turned out to enjoy the final festivities, which wind up the golfing schedule for the season. Either the course was too fast and tricky, or the boys played the 19th hole too soon, are the reasons that no par scores were recorded, but every one had a wonderful time nevertheless. Chairmen Elmer Smith and Harold Lancaster, depleted the treasury to the last penny buying prizes, and the lucky winners had a difficult time in making their selection from the elaborate array of gifts on display, and better than that, nearly everybody present took home a prize.

A carefully planned dinner started the evening festivities, and at the close the boys listened to short talks by President "Mike" Zimmer of the Chicago Drug and Chemical Association and President Walter H. Jelly of the Chicago Perfumery, Soap and Extract Association. "Mike" Zimmer, with his inimitable eloquence, expressed his gratitude for the successful golfing season, and more especially for the sportsmanship and good fellowship that exists among all the members of the Golf Auxiliary. While "Mike" is not a golf player, he thoroughly enjoys mixing with the boys at the dinners and the good times that always prevail after the games. President Walter H. Jelly congratulated both chairmen for the large membership of the Auxiliary this year and their painstaking efforts in securing playing privileges on five of the most exclusive clubs in Chicago during the year. A gain of 25% in the Auxiliary membership was reported for this year, and it is a safe estimate that the enrollment for next year will be more than doubled.

The prizes were awarded on the handicap basis, with the members being placed in three classes. Though the handicaps are very liberal, they were not large enough to allow four players who incidentally shoot "terrible golf" to carry home the "bacon"; therefore Chairman Elmer Smith included four slabs of bacon for these gentlemen, just so they could make good their boasts of actually "carrying home the bacon" from one of the tournaments. The prize winners were as follows:

Prize	Group	Winner	Gross— Handicap Net
1st	Guests	C. Sippel	87-14-73
1st	Class B	L. C. Shepard	87-18-69-73
1st	Class A	H. W. Cochran	86-12-74
1st	Class C	Ray Morris	98-22-76
2nd	Guests	J. B. Harty	96-28-68-73
2nd	Class A	H. E. Larson	84-6-78
2nd	Class C	W. H. Muttera	91-16-75
2nd	Class B	Harry Hitzeman	104-28-76
3rd	Guests	Otto Pabtz	89-15-74
3rd	Class C	Wm. H. Schutte	107-26-81
3rd	Class B	Arnold G. Schneider	96-20-76
3rd	Class A	John Wilhelm	86-8-78
4th	Guests	J. Davies	89-11-78
4th	Class B	Harry Elwell	94-16-78
4th	Class A	J. Swart	92-12-80

4th	Class C	Edward Drach	113-30-83
1st	Guests 1st nine	H. G. Bishop	49-10-39
1st	Class A 1st nine	Walter H. Jelly	44-6-38
1st	Class C 1st nine	Harold Lancaster	56-12-44
1st	Class B 1st nine	M. B. Vance	46-10-36
1st	Guests 2nd nine	P. W. Swan	54-15-39
1st	Class A 2nd nine	A. C. Stepan	46-7-39
1st	Class B 2nd nine	Robt. Holland	50-9-41
1st	Class C 2nd nine	Sam Vance	54-15-39
5th	Guests	A. C. Stepan, Jr.	98-17-81
6th	Guests	R. L. Moran	86-9-77
7th	Guests	M. Kutz	107-24-83

4 Special Prizes (Bacon winners):

Guests	E. J. Hon	156-30-126
Class A	A. J. Andersen	102-15-87
Class B	Robt. Tolland	104-18-86
Class C	Gerald Pauley	124-27-97

Perfumers to Reopen Season

The Chicago Perfumery Soap & Extract Association will resume monthly meetings with a luncheon to be held September 25 at the Hamilton Club. It is expected that Howard S. Lyon, member of the Code Authority will have some interesting information for the members at this meeting.

Jelly Hooks a Big One

In last month's issue we mentioned that proof of Walter H. Jelly's fishing ability would appear shortly. It is difficult to describe the exact species of fish repre-



sented by the accompanying picture, but the head, makes it appear particularly vicious. It is the only one of its kind in captivity, being owned by the Pelican Hotel at Pelican Lake, Wis. Being made of tin, it is well preserved, needing only a fresh coat of paint each year, and needless to mention is good for photographic purposes only. The hunting season is rapidly approaching, and Mr. Jelly is searching about for a resort that can promise equally satisfactory facilities with respect to stuffed bears and deer.

Theile Visitor in Chicago

Fred C. Theile of P. R. Dreyer, Inc., New York, was a visitor to Chicago the first week in September making his headquarters with his Chicago representative William H. Schutte Co., Inc.



CHICAGO GOLFERS IN ACTION

1. Elmer F. Smith, chairman. 2. John Wilhelm, Elmer F. Smith, A. C. Drury. 3. Walter H. Jelly. 4. Ed. Drach, A. G. Schneider, M. B. Zimmer, R. K. Snow, R. Holland. 5. H. W. Cochran, J. P. Davies, P. W. Swan, Harold Bishop. 6. John Swart. 7. H. J. Andersen, R. A. Morris, W. H. Muttera, Otto Pabst. 8. C. E. Carson. 9. S. J. Vance. 10. Harold E. Lancaster. 11. M. B. Vance, L. T. Williams, L. A. Solo. 12. Wm. H. Schutte, Dr. H. Heyl, T. F. Gilson. 13. John Buslee, O. Sippel, G. Pauley, W. K. Malmstrom, C. A. Seguin, M. V. Pennal. 14. H. Elwell, A. C. Stepan, Jr.

New Materials and Supplies

UNDER this heading are published brief descriptions of new products developed by makers of raw materials and supplies. The claims made for these products are supplied by them and are not to be considered as endorsements.

Albert Verley, Inc., Chicago and New York.—*Irone, Synthetic, Verley.*—D. A. Bennett, president of Albert Verley, Inc., Chicago and New York, announces that Dr. Albert Verley has succeeded in the synthesis of true irone, in his laboratories at Isle St. Denis (Seine), France. In his announcement, Mr. Bennett says:—

"A product sometimes loosely called irone has long been known to the trade. This, however, is actually orris absolute. True irone has been eluding synthetists ever since its discovery by Tiemann and Kruger in 1893.

"Merling and Welde did announce a synthesis in 1908, but their method never was applied to commercial quantities. Until now, it has been necessary to work enormous quantities of raw material to obtain insignificant quantities of the final product.

"Irone, pure natural, is one of the precious ingredients found in minute quantities in a great number of essential oils. To its presence, many of the natural odors owe a great deal of their distinction.

"It is the exalting effect of this and other precious ingredients, such as the synthetic musk bodies, which projects many of the finest natural perfumes into the atmosphere surrounding the individual who employs them. Odors which otherwise reveal their power and tenacity only when smelled very closely, thus gain a personality which surrounds the user with an aura of delicate aroma.

"Irone, pure natural, of course is the principal aromatic constituent of orris butter, which when freed from its fatty acids yields orris absolute. Orris absolute, however, includes along with the true irone, 30 to 40 per cent of other very powerful substances which communicate to it the characteristic odor of orris.

"Irone, pure, on the other hand, is characterized by an extremely fine, delicate, and persistent note which more closely approaches that of violet.

"'Irone Synthetic Verley' possesses in addition, a light musk odor reminding one of 'ambrettolide.'

"Its boiling point is 140 degrees under 12 m/m, against 127.6 for alpha ionone and 129/130 for beta ionone, indicating superior fixative value. Its density, 0.940 at 15 degrees, and its boiling point are practically identical with those established for irone, pure natural, by other investigators.

"It differs, however, from the natural product in that it is a left optical isomer instead of a right optical isomer, and like the left isomers of such familiar substances as rhodinol, linalool, and menthol, it possesses a richer, more profound odor.

"Irone, pure natural, possesses an optical rotation of +33 degrees to the right according to Schimmel and +40 degrees according to Tiemann, while 'Irone Synthetic Verley' has a rotation of -21 degrees to the left. Irone, 'left' as yet has not been discovered in Nature.

"One of the chief uses of the new synthetic is in the reproduction of orris perfume, where in association with

orris butter it gives better results than orris butter alone.

"For example, in a powder odor containing 20 grams of orris butter, 10 grams may be replaced by 15 grams of irone synthetic, at a 10 per cent solution. The modified perfume possesses a much finer tone and greatly increased distinction.

"A much broader use of irone, synthetic, is indicated in enriching and exalting many types of perfume compositions.

"In harmony with the practice of Nature, the perfumer must utilize irone in minute doses and in extreme dilution. An excess of irone will paralyze the olfactory sense, as do the derivatives of ionone. Its fineness is revealed only when it is used judiciously.

"In general, an extract should not contain at the most more than 20 gram per litre of irone, synthetic pure, or 200 grams of the commercial 10 per cent solution.

"Irone produces especially interesting results in combination with orange flower, linalyl anthranilate, phenyl-ethyl anthranilate, 'ambrettogene,' 'vetyverol,' and 'vetyverol acetate.' It also augments the effluvial power of patchouli, mousse de chène, and vetiver oils."

New Equipment and Installations

Under this heading appear descriptions of new equipment and the installation of machinery. The claims made and the descriptive matter are supplied by the makers of the equipment and are not to be considered as an endorsement.

Alsop Engineering Corp., New York. — *New "Hy-Speed" Revolving Tables.*—"New 'Hy-Speed' revolving accumulating tables, developed recently, come in portable and stationary models, and have been designed to simplify the handling and transportation of



bottles, cans and other containers throughout the plant. They are of particular value in the bottling room where they speed up the feeding of empty bottles to the filling machines and the removal of the filled bottles.

"As shown in the photograph, the portable model is mounted on ball bearing rubber tired wheels for easy transportation from place to place. The stationary table has a heavy cone base.

"The one-piece, solid aluminum top is set in bearings and revolves with the touch of a finger. By a simple adjustment the tables can be raised or lowered to any desired height.

"The new 'Hy-Speed' revolving tables are designed correctly, constructed rigidly, balanced firmly, and priced reasonably."

Circulars, Price Lists, etc.

Givaudan-Delawanna, Inc., New York.—*"The Givaudanian," August, 1934.*—An interesting historical and analytical discussion of eau de Cologne features this issue, and a crossword puzzle contest is an additional attraction. Dr. Eric C. Kunz, executive vice-president, suggests editorially that "sales of toilet soaps could be increased materially if more attention were given by manufacturers to perfume."

* * * *

Rossville Commercial Alcohol Corp., New York.—*Alcohol Talks, No. 115.*—The present is one of the most interesting of this series of circulars on alcohol. It discusses alcohol sources and gives, not only the more usual ones but also those of unusual character and those used in ancient times. Copies may be had from the company's offices in New York, or any of its many branches.

* * * *

Magnus, Mabey & Reynard, Inc., New York.—*Catalogue and Price List, September-October, 1934.*—In this bi-monthly booklet are catalogued the company's complete offerings of essential oils, aromatic chemicals, compound perfume oils, balsams, flavors, concentrated essences, floral waters, filter papers and sundries. A convenient business reply card is included.

* * * *

Armstrong Cork & Insulation Co., Lancaster, Pa.—*Photograph of New "Outdoor Girl" Bottles.*—Fresh, modern and alluring are the new "streamlined" bottles employed by the Crystal Corp. for its "Outdoor Girl" preparations. The labels are printed in magenta, orchid, silver and white, and the molded caps, supplied



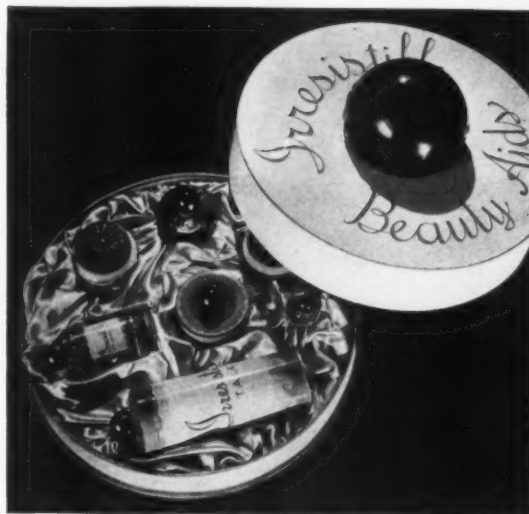
by the Armstrong Cork & Insulation Co., blend with them. The bottles are made by the Owens-Illinois Glass Co.

"Modern Closures for Modern Packages," August, 1934.—Among the toilet preparations featured in this issue are the "Outdoor Girl" beauty products of the Crystal Corp., the "Mary T. Goldman" gray hair color restorer, and the "Dr. Ellis" wave set.

Dodge & Olcott Co., New York.—*Price List, September-October, 1934.*—Current price quotations are presented for the company's full list of essential oils, flavors, oleo resins, aromatic chemicals and specialties.

* * * *

Bakelite Corp., New York.—*Photograph of Cosmetic Container.*—A large, colorful container is used by Blue Waltz, Inc., New York, to display its "Irresist-



ible" line of cosmetics. The various jars, bottles and cans are sealed with jet black "Bakelite Molded" closures, and the container itself is fitted with an identical dome shaped closure of jumbo size.

* * * *

First Machinery Corp., New York.—*"Go to First."*—New and reconditioned equipment offered by the company is listed in this mailing piece, together with illustrations and a partial list of those who have purchased the firm's equipment. A convenient business reply card is attached.

* * * *

The Association of Canadian Perfumers and Manufacturers of Toilet Articles, Toronto, Canada.—*"Trade Marks and Trade Names."*—The Association has just published a very interesting and very comprehensive list of trade names and trade marks in use on toilet preparations in the Dominion of Canada.

The preface outlines regulations in the Dominion for the registration of trade marks and a brief statement regarding the cost of filing them. The rest of the book is given up to the trade marks themselves,—the information given being the word which is trade marked, the name of the manufacturer securing its registration, the address of the manufacturer and the date on which the registration was effective. In addition, a number of non-registered marks are listed.

A very valuable feature is the fact that the list is printed on one side of the paper only, leaving the opposite side of the page for notes, additions and corrections. The booklet is splendidly bound in loose-leaf style and

we understand that the Association will from time to time publish supplements bringing it up-to-date. We congratulate our Canadian friends on this splendid piece of work.

* * * *

Fritzsche Brothers, Inc., New York.—*Price List, September, 1934.*—This price list presents the complete range of flower essences, aromatic chemicals, colors, essential oils, fixatives, flavors, perfume bases and sundries offered by the company, together with current quotations.

* * * *

Haze-Atlas Glass Co., Wheeling, W. Va.—*Photograph of New "Outdoor Girl" Cream Jars.*—The company has sent us this photograph of the attractive jars now being used to package the "Outdoor Girl"



line of liquefying cleansing cream and cold cream, made by the Crystal Corp., New York. The new jars carry the company's handsome colored labels, with the brand name plainly lettered on the closure.

* * * *

Flavoring Extract Manufacturers' Association of the United States.—*Proceedings of the 25th annual convention.*—An attractive silver cover binds the report of the proceedings of this year's convention of the association, held at the Waldorf-Astoria hotel, New York, from May 21 to 23, in recognition of the organization's silver anniversary. In addition to reports of the various officers, there are included addresses on "Codes" by George M. Armor; "Food and Flavor as an Art" by Philip N. Youtz; "Pure Food and Drug Legislation" by E. L. Brendlinger; "Federal Taxes on Non-Beverage Alcohol" by George H. Burnett; "Oxygen—The Enemy of Flavor" by Dr. J. H. Toulouse and "Code Matters" by Paul Willis. Important reports by the committee on scientific research conclude the proceedings.

* * * *

Neumann-Buslee & Wolfe, Inc., Chicago.—*Wholesale Price List, September 1, 1934.*—The company's complete list of essential oils, aromatic chemicals, gums, flavors, colors and sundries is given, together with latest price quotations.

New Incorporations

Andrews Pharmacal Co., Inc., Wilmington, Del., perfumeries, toilet articles; \$25,000. Incorporators: Alfred Jervis, B. R. Jones, W. T. Hobson.

Antiseptic Products Corp., Cincinnati, O., dentifrices. Incorporators: William J. Laross, Alfred E. Jonap, Arthur M. Spiegel.

Bath Beautilities, Inc., New York, bath pharmaceuticals, soaps; 100 shares of no par value stock. Filed by Sidney M. Offer, 15 East 26th street, New York.

Continental Extracts Corp., New York, extracts, syrups; 200 shares of no par value stock. Incorporators: Paul L. Desruisseaux, Carl Turney, Cathleen Turney, 350 West 85th street, New York. Filed by Paul L. Desruisseaux, 350 West 85th street, New York.

Defender Laboratories, Inc., New York, cosmetics; \$5,000. Filed by Harry A. Bostrom, 1 Wall street, New York.

Dorlo Co., Inc., 208 West Adams street, Chicago, Ill., cosmetics; 1,000 shares of par value preferred and 1,000 shares of no par value common stock. Incorporators: Hallett W. Thorne, William F. Graul, Robert McCormick Adams. Correspondent: Adams, Nelson & Williamson, 39 South La Salle street, Chicago, Ill.

Dumas Cosmetics Corp., New York, cosmetics; 100 shares of no par value stock. Filed by Edith Feuer, 320 Fifth avenue, New York.

Kelly Cream Soaps, Inc., Columbia, S. C., soaps, creams, insecticides; \$10,000. Officers: J. J. Kelly, president; J. S. Kelly, vice-president; J. S. White, secretary-treasurer.

Nola Co., 133 North Washington street, Batavia, Ill., toilet articles; 100 shares of par value common stock. Incorporators: Elva Strickland, Doris Anderson, Emil J. Benson.

Nu-Gloss Distributing Co., Inc., New York, beauty parlor supplies; \$10,000. Filed by Clarence M. Davis, 342 Madison avenue, New York.

Orchid Joy, Inc., New York, toilet articles, lotions; \$50,000. Incorporators: Alice E. Kieckner, 3 West 91st street, New York; Sydney Fayne, 116 Fifth avenue, New York; Orchid Joy, 120 East 39th street, New York. Filed by Joseph M. Lane, 186 Joralemon street, Brooklyn, N. Y.

Pan American Soap Co., Tampa, Fla., soaps; 30 shares of no par value stock. Directors: John H. Boushall, George S. Lenfestly, W. A. Waltka.

Sky High Products, Inc., 1947 West Elston avenue, Chicago, Ill., soaps and ice cream; 50 shares of no par value common stock. Incorporators: Zoll M. Zilberbrand, Bertha Rakita, Rachel Laiken. Correspondent: Oscar Salinger, 1112 Bankers building, 105 West Monroe street, Chicago, Ill.

Tourneur Beauty Products, Inc., New York, beauty products; \$1,000. Filed by Olvany, Eisner & Donnelly, 20 Exchange place, New York.

Trophy d'Or, Inc., New York, beauty parlor supplies; \$5,000. Filed by Fred A. Canevart, Albany, N. Y. Zulando, Inc., Bloomfield, N. J., perfumes; 100 shares of no par value stock. Agent: Ernst Hammer.

Business Records

Involuntary Petition

Mount Hood Soap Co., Portland, Ore.

Canadian News and Notes

EXPRESSING belief that there is a bright future ahead for the drug business as the result of manufacturers at last realizing that the retail druggists must have a protected profit, C. H. Lander, general manager of the National Drug & Chemical Co., gave the recent Canadian Pharmaceutical Association convention at St. John, N.B., some interesting side-lights on merchandising.

Mr. Lander, in his address, gave a review of general business in Canada today, stating that conditions have shown steady improvement since the beginning of the present year with but a slight falling-off during this Summer. He claimed that this has been the healthiest business growth that Canada has had during the past five years, auguring much hope for the continued increase in business this Fall.

"The term 'merchandising' appears to have a meaning of high pressure selling of products which people do not want to buy," Mr. Lander observed, "or at least this seems to be the meaning to quite a number of people. My idea of merchandising is the organization and planning of one's sales effort, the dressing of store windows with seasonable goods. To do this successfully, you must plan your year and also your merchandise in keeping with your class of trade, that is, the kind of people to whom you have to sell."

Among the honorary presidents of the Canadian Pharmaceutical Association who were appointed at the 22nd annual convention held here were W. C. Black, Calgary, Alta.; W. G. Smith, Welland, Ont., and H. D. Campbell, Winnipeg, Man.

Mr. Black is immediate past president of the Alberta Pharmaceutical Association, Mr. Smith is president of the Council of the Ontario College of Pharmacy, and Mr. Campbell is just finishing a year as president of the Canadian Pharmaceutical Association.

At the convention a number of presentations were made, including golf trophies won by members of the society at the convention match. Among the trophies presented were the Nalco cup annually donated by Northrop & Lyman Co., Toronto, won by W. H. Gregory, Stratford, Ont.; the Lawson & Jones cup won by E. J. Butcher, Dartmouth, N. S.; the St. John Retail Druggists' cup won by Clifford W. Black, Calgary, Alta. A golf bag offered as a prize to the runner up of the Lawson & Jones trophy was won by Harry Patton, Woodstock, Ontario.

Predicts More Cosmetics for Men

Speaking before members of the Business and Professional Women's Club, at Montreal, Que., Miss Pearl Clark, advertising manager of the Harriet Hubbard Ayer Co., stated that men today are at the same stage in cosmetics as women were in regard to smoking ten years ago. According to Miss Clark, men are now certainly purchasing such cosmetics as powders and artringents and cold creams for their own use, although, as often as not they endeavor to give the impression that it is for their wives. Miss Clark believes, however, that the day is yet far distant when men will use lipstick, mascara and eye-shadow.

Garlick to Direct "Wildroot" Sales

Announcement was recently made of new appointments to two men well known in the drug and cosmetic trade. Harry S. Garlick who has been for some years connected with Canadian Boncilla Laboratories as Canadian manager has been given charge of Canadian sales of "Wildroot" products with plant at Fort Erie, Ont. John B. Hill, formerly on the sales staff of the Melba Parfumerie, has been given the management of this company.

Both men are well known in Canadian drug circles. Jack Hill has been a prominent member of the Travelling Men's Auxiliary to the O. R. D. A. and is an honorary life member of that organization. Mr. Garlick, in his new position, will be interested in the sales of "Waveset" powder, "Wildroot" hair tonic and "Wildroot" hair dress. His headquarters will be in Toronto, but he will manage sales from coast to coast. He is also a prominent member of the Travelling Men's Auxiliary.

Potter & Moore Seek Christmas Trade

Potter & Moore's "Mitcham Lavender" toiletries and gift sets will be featured prominently this Fall by the Canadian agents, Norman S. Wright & Co., Ltd., Toronto. Retailers are being urged by the company to display their Christmas suggestions early by stocking the many Potter & Moore's gift sets and displaying them well in advance of Christmas buying. The 1934 gift sets for men and women range all the way from 50 cents to \$5.00 and include such articles as perfume, bath salts, face powder and cleansing creams, soap, talcum, shaving soap, after shave lotion and other products.

Squibb Plans Advertising Campaign

The largest advertising campaign in the history of E. R. Squibb & Sons, Canada, Ltd., has been announced for 1934 by the Canadian selling agents, John H. Huston Co., Ltd. The campaign will cover more territory, reach more people and sell more consumers than ever before, the company states. It will include magazines, trade papers and daily newspapers. Among the many products featured will be "Squibb" milk of magnesia, liquid petrolatum, shaving cream, dental cream and others.

Scott Heads British Columbia Druggists

J. F. Scott, Cranbrook, B. C., was elected president of the British Columbia Pharmaceutical Association at the council meeting held at New Westminster, B. C., recently. Mr. Scott is president of Scott's Cranbrook drug and stationery store.

Enright Has Wild Story

Although many of his intimate friends have grave doubt in the matter, Ted Enright of the Yardley Co. of Canada, who lives in Toronto, Ont., avers that some one shot a wildcat near his home. His friends have been trying to get him to say what made the cat wild, but this has not been revealed.

Canadian Association Golf Tournament

With fifty-five teeing off and an attendance of sixty at the dinner, the second annual golf tournament of the Association of Canadian Perfumers and Manufacturers of Toilet Articles at the Lakeview Golf and Country Club, Toronto, on September 10 was an unqualified success. Immediate Past President Jack Kennedy started the ball rolling for the big tournament and the arrangements were skilfully carried out by S. H. Beardmore, Jack Deegan and Bobby Dixon. The perfumers and their friends wiped the day off the calendar as far as work was concerned, throwing themselves into the day's play with an abandon that could not but make for real success. The group at the outing is shown in the accompanying picture.

Presiding at the dinner, Mr. Kennedy presented Art Poole of Pinaud's, explaining that it was through his courtesy the hospitality of Lakeview had been extended. With characteristic modesty Art welcomed the gathering and said it was a pleasure for him to be able to do what he could for the association.

The evening was marked by a paucity of speeches, the committee being of the opinion that the boys wanted to get their prizes and then fraternize for awhile. Mr. Kennedy made a few announcements and Dr. Lyter of the Lyter Clinic, Philadelphia, spoke briefly.

Following is the list of prize-winners together with the names of the companies to whom the committee is indebted for their generosity:

No. 1—Low Gross—won by Chas. Lennox of Mundet Cork with an 80. The International Bottle Co. Trophy to be held for one year only. He won, as permanent prize, a duffle bag, donated by Stan Beardmore of Renaud et Cie of Canada.

No. 2—Second Low Gross—won by Don Sayer of Lever Bros. with an 89. Windbreaker donated by the Association.

No. 2A—Third Low Gross—won by Stan Beardmore with a 90. Serving tray donated by Ed. Stange of Norda, Ltd.

No. 2B—Fourth Low Gross—won by Bob Dixon. 96 strokes. 1 doz. golf balls donated by Drug Trading Co.

No. 3—Low Net—won by John Kyle of Armstrong Cork Co. with a score of 68. Order for a hat donated by Colgate-Palmolive-Peet Co.

No. 4—Second Low Net—won by Tracy Lloyd of the Hinde, Dauch Co. Set of military brushes donated by M. St. Alphonse, of W. J. Bush & Co., Montreal. Score of 71.

No. 4A—Third Low Net—won by Jack Deegan with Score of 73. Water pitcher donated by Alvin Smith of the Geo. Silver Import Co.

No. 4B—Fourth Low Net—won by G. W. Patterson with score of 75. 1 doz. golf balls donated by Fred Whitlow & Co.

No. 5—Travellers' Prize—Low Gross—a draw between Jack Keens and Fred McBrien, with score of 95. Shaving brush, donated by Ted Reid of Thayer Perfumer, Ltd.

No. 6—Hidden Hole—won by Fred Whitlow—4 strokes. Rolls razor donated by Bob Dixon of Dominion Glass Co.

No. 7—Most Pars—a draw between Alex. Burns and Jim McCartney. Men's toilet set donated by Tom McGillivray, of Yardley's.

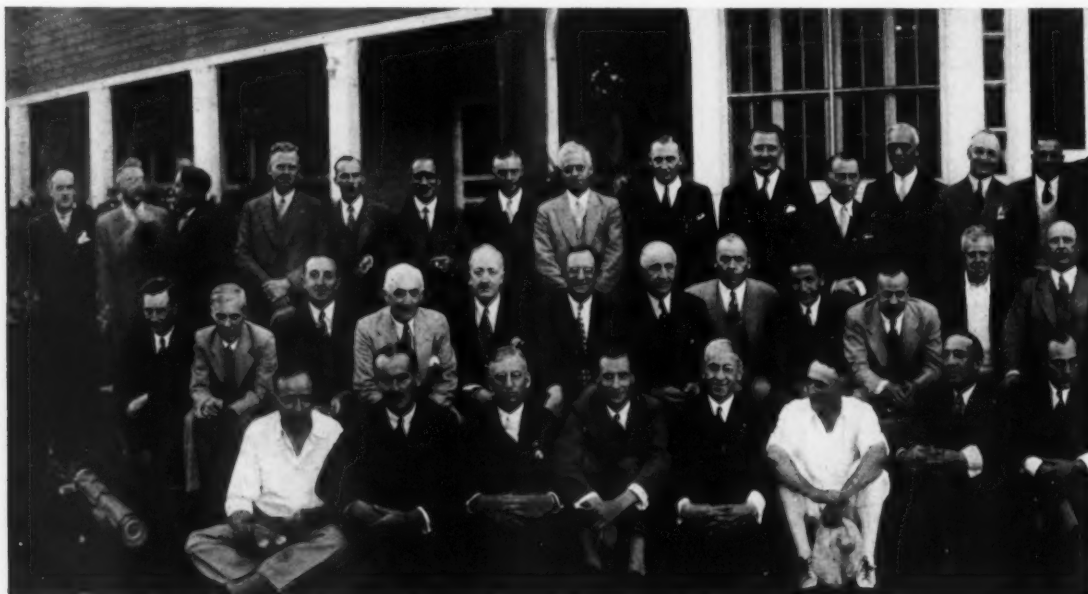
No. 8—High Gross—won by H. F. McDermott with 154 strokes. Cigarette case donated by the Association.

No. 9—High Gross—first nine—won by Don Porter with 65 strokes. Billfold donated by the Association.

No. 10—High Gross—second nine—won by Frank Evans with 74 strokes. An order for a shirt donated by Charley Stevens, Dominion Paper Box Co.

No. 11—Most strokes any hole—won by Geo. Knoll with 15 strokes on the 17th. 1 doz. golf balls donated by Don Sayer, Lever Bros.

One dozen golf balls were donated by Fred Whitlow, one dozen golf balls by Jack Kennedy, and six fish spoons by Geo. Kaestner.



Slemin and Bole Back from West

Gordon A. Slemin, general sales manager, of the National Drug & Chemical Co., and W. R. Bole, manager of the proprietary and medicine department of that company, recently returned from a business tour of Western Canada where they conducted sales meetings at a number of points. Both men expressed themselves as being greatly impressed with the hospitality of the Western druggists.

E. A. Dickson

E. A. Dickson, for nearly thirty years a representative of the Henry K. Wampole Co. in Nova Scotia, died suddenly at Halifax. Referring to the late Mr. Dickson, C. A. Campbell, vice-president and general manager of the Wampole company said, "He certainly was a splendid chap with rare ability as a salesman. He will be missed by every one connected with this institution and the drug fraternity of Nova Scotia".

Campaign on New "Cutex" Polish

Northam Warren, Ltd., has announced, after five years research, a new "Cutex" creme polish, claimed as the greatest improvement in manicuring since "Cutex" first introduced a liquid polish. A national magazine advertising campaign and a nation-wide radio hook-up will assist retail druggists from coast to coast to cash in on this new product.

Dahl Transferred to Arden Headquarters

Norman F. Dahl, manager for some years of Elizabeth Arden's Canadian organization, is spending a considerable portion of his time in the New York office. Mr. Dahl, while continuing to supervise the Canadian business, will assist in the executive work of the Arden general organization.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Ave., New York.

TRADE MARKS UNDER UNFAIR COMPETITION ACT OF 1932

"Reflections." Toilet preparations. Guy T. Gibson, Inc., New York.

"Sanisope." Soap. J. R. Watkins Co., Winona, Minn.

Patents

343,954. Container and closure. Don Baxter, Inc., Glendale, Cal., assignee of Donald E. Baxter, Los Angeles.

344,022. Bottle closure. Aldor Brodeur, Montreal, Que.

344,239. Hair waving composition and method. E. Fredericks, Inc., New York, assignee of James C. Brown, Mount Vernon, N. Y.

344,287. Bottle closure. Vaseal Containers, Ltd., assignee of William Joseph Cantopher, Julian Macartney Ogilvie and Henry Brennan Cronshaw, co-inventors, all of London, England.

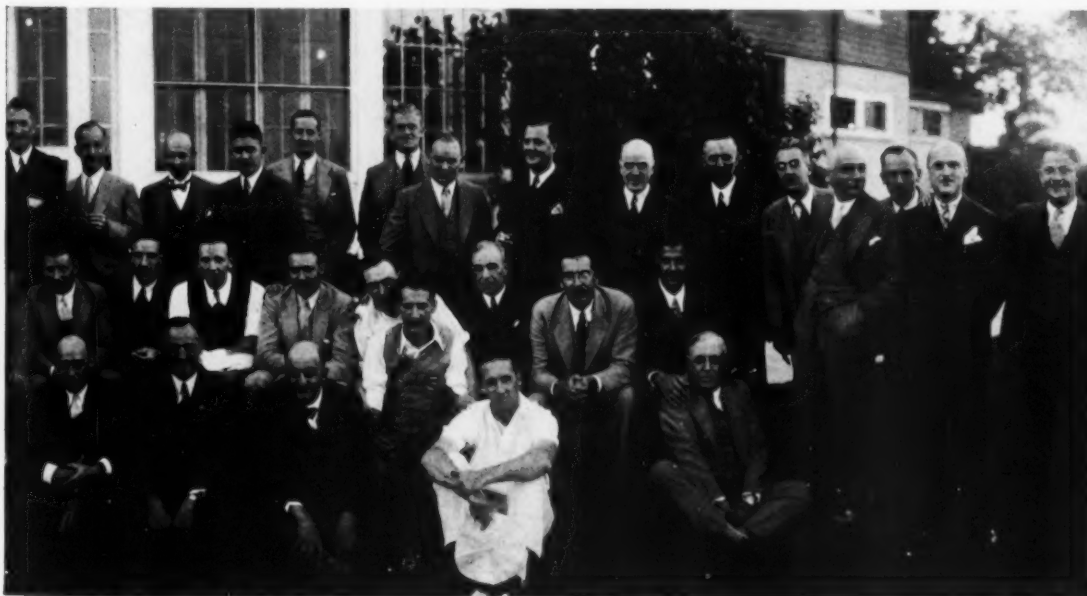
Design

10,387. Design for a closure cap. Anchor Cap & Closure Corp., Long Island City, N. Y.

Thoroughly Enjoys Contents

M. B. Smith Co.

We thoroughly enjoy your editorial contents. We think THE PERFUMER is the most up to date and covers the cosmetic field better than any other trade magazine on the market, and do not want to miss a copy.



Patent and Trade Mark Department

Conducted by HOWARD S. NEIMAN

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.; Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder

are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Avenue
New York City

Trade Mark Registrations Applied for (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

337,085.—"Vitex." Nopco Laboratories, Inc., assignor to National Oil Products Co., both of Harrison, N. J. (Dec. 29, 1929.)—Flavoring extracts.

338,480.—"Barbara Gould Number Twenty Five." Bourjois, Inc., New York. (Feb. 16, 1933.)—Toilet preparations.

339,450.—"Campana's Balm." Campana Corp., Batavia, Ill. (1880.)—Skin lotions.

340,893.—"Movietone." Monroe Products Co., Los Angeles, Cal. (Dec. 10, 1932.)—Nail polish.

343,057.—"Aphryne." House of Tre-Jur, Inc., doing business as Chartre Institute, Inc., New York. (Sept. 15, 1933.)—Skin lotions and creams.

343,872.—"Cupid's Kiss." Plough, Inc., Memphis, Tenn. (1882.)—Toilet preparations.

344,545.—"Poppy." Pioneer Soap Co., Inc., San Francisco, Cal. (Oct., 1913.)—Soap and soap powders.

344,631.—"Clover Farm." Clover Farm Stores Corp., Cleveland, O. (1920.)—Extract of peppermint.

344,850.—"House of Seager." House of Seager, Los Angeles, Cal. (July 1, 1933.)—Toilet preparations.

345,315.—"Qual-Ad." V. B. Corp., Pittsburgh, Pa. (Dec. 11, 1933.)—Tooth paste.

346,541.—"Cor-Tre." Clark L. D. Burroughs, Cincinnati, O. (Sept. 9, 1932.)—Toilet preparations.

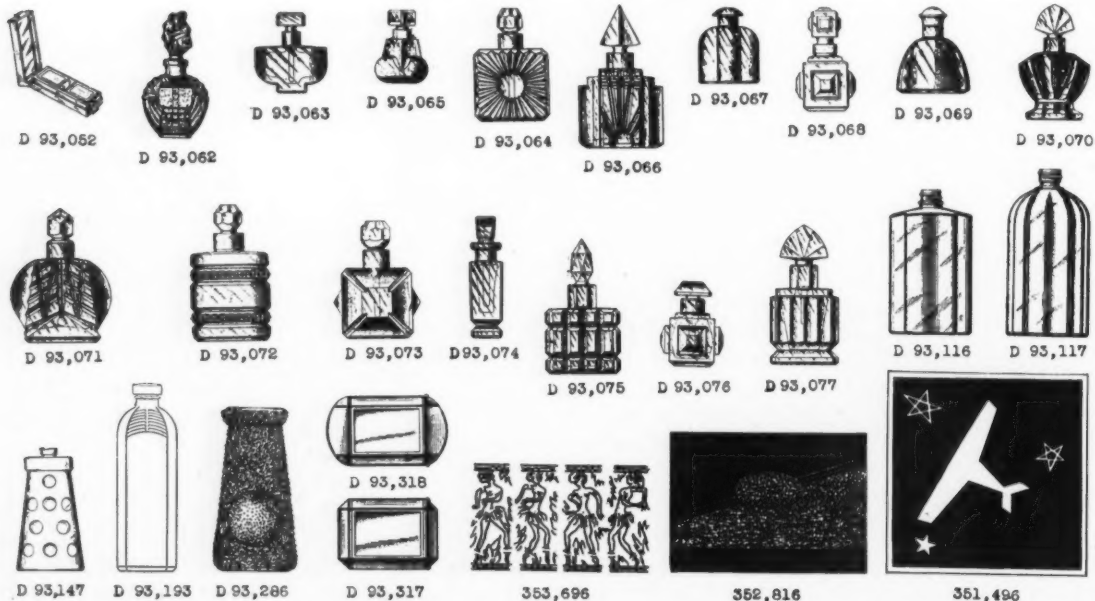
348,062.—"Lady Baltimore." Dandro-Sol Laboratories, Inc., Baltimore, Md. (Feb. 15, 1934.)—Medicated vanishing skin cream.

348,525.—"La Cross." Schnefel Bros., Inc., Newark, N. J. (July 1, 1933.)—Liquid nail polish remover.

349,305.—"Derma Crim." Irving Gradstein, doing business as American Scientific Laboratories, New York. (Mar. 6, 1934.)—Cream preparation for eczema.

350,420.—"Tamarac." Gustav J. Haffner, Clifton, Cincinnati, O. (Feb. 14, 1934.)—Hair tonic.

Patents and Trade Marks



350,510.—"CCIC." Cleveland-Cliffs Iron Co., Cleveland, O. (1900).—Benzaldehyde.

351,489.—"Da-Nite." Anzell Specialty Manufacturing Co., Inc., Brooklyn, N. Y. (Apr. 22, 1934).—Vanity or make-up mirrors.

351,496.—See illustration. E. Daltroff & Cie., doing business as Parfumerie Caron, Paris, France. (July 26, 1933).—Toilet preparations.

351,674.—"Relaxation." Allen Chemical Co., Inc., New York. (Apr. 1, 1932).—Foot cream, lotion and powder.

351,855.—"La Parfaite." Antonio Fransosi, doing business as Diamond O. B. Manufacturing Co., Providence, R. I. (May 1, 1934).—Hair tonics.

351,963.—"E-B Best-O." Evelyn Biggs, Washington, D. C. (Feb. 5, 1933).—Hair pomade.

352,222.—"Grandpa's Wonder." Cincinnati Soap Co., doing business as the Beaver-Remmers-Graham Co., Cincinnati, O. (Jan. 1, 1886).—Toilet and laundry soaps.

352,231.—"Lectrona." Rosario Dramis, doing business as the Lectrona Co., New York. (May 29, 1934).—Skin softening preparation.

352,234.—"Klondike." Phil. Eismann, Lancaster, Pa. (Sept. 29, 1913).—Scalp lotion.

352,274.—"Jonteel." United Drug Co., Boston, Mass. (May 28, 1934).—Face powder.

352,352, 352,353, 352,354, 352,355, 352,356.—"Limetex," "Lemcream," "Kumtex," "Avocream," "Lempoo," respectively. Citra, Inc., Redland, Fla. (Mar. 5, 1934).—Skin lotion, facial cleansing cream, manicure preparations, skin tissue cream, lemon shampoo, respectively.

352,453.—"Speed." Speed Chemical Co., Milledgeville, Ga. (May 8, 1934).—Dentifrice.

352,510.—"La Toja." Sociedad Anonima la Toja, Pontevedra, Spain. (Oct. 1, 1930).—Perfumery.

352,613.—"Three Charms." Marten Gottsegen, doing business as Scientific Beauty Institute, Chicago, Ill. (May 1, 1934).—Toilet preparations.

352,669.—"Countess Castleberry." House of Castleberry, Inc., New York. (Mar. 11, 1934).—Facial preparations.

352,701.—"Poise." Yardley of London, Inc., New York. (Jan. 11, 1934).—Toilet preparations.

352,816.—See illustration. Clark-Hoover, Inc., South Bend, Ind. (Jan. 1, 1933).—Wave set and body deodorant.

352,817.—"Escol." Cowles Detergent Co., Cleveland O. (Jan. 4, 1934).—Chemical detergent with or without soap.

352,818.—"Nanex." Mrs. Philip E. Cregier, doing business as Nanex Products, New York. (May 14, 1934).—Depilatories.

352,878.—"Spirogyl." Société Anonyme la Biothérapie (Société Anonyme de Produits Chimiques, Biologiques, et d'Hygiène), Paris, France. (June 11, 1931).—Dentifrices.

352,927.—"Lord Chesterfield." Viviny Perfumers, Inc., West Haven, Conn. (May 19, 1931).—Toilet preparations.

352,983.—"Trihofyine." Nick Mavrakias, Baltimore, Md. (Apr. 16, 1934).—Hair tonic.

353,032.—"Hollywood Moon Glow." Moon Glow Cosmetic Co., Ltd., Hollywood Cal. (May 15, 1928).—Toilet preparations.

353,050.—"Lem-o-glo." Aladdin Laboratories, Inc., Minneapolis, Minn. (May, 1931).—Hair rinse tablet.

353,114.—"L-x-r." Ernest Baum, doing business as Ernest Baum Products Co., Los Angeles, Cal. (Apr. 15, 1934).—Permanent waving solution.

353,129.—"Grayco." William S. Gray & Co., New York. (May 2, 1934).—Denatured alcohol.

353,151.—"Marie Arnold." M. A. Sherman, doing business as Marie Arnold, Los Angeles, Cal. (Mar. 2, 1932).—Toilet preparations.

353,214.—"fragrant night." Satish C. Ghose, doing business as India Incense Co., Chicago, Ill. (June, 1932).—Incense and toilet preparations.

353,272.—"E. F. H." E. F. Houghton & Co., Philadelphia, Pa. (June 7, 1934).—Soaps.

353,281.—"Staco." Fred Laundre, doing business as Sta-Kleen Products Co., Woburn, Mass. (Mar. 19, 1934).—Hand soap paste.

353,321.—"Spiral." Cochran Co., Cleveland, O. (June 23, 1934).—Oil soap.

353,362.—"Sirdac." Ufuta Laboratories, Inc., New York. (May 15, 1934).—Scalp preparation.

353,384.—"Pumite." General Dental Goods Co., Worcester, Mass. (1923).—Dentifrice tablets.

353,403.—"Medik-Oil." Thomas H. Nell, doing business as the Combeasy Co., Long Beach, Cal. (July 23, 1933).—Vegetable oil preparation for dry scalp.

353,475.—"G. B." Gutenstein Bros., New York. (May 25, 1934).—Powder boxes.

353,541.—"Cannolene." William Sherman Cannon, Jr., doing business as Cannon Cosmetics Co., Atlanta, Ga. (Sept. 15, 1923).—Toilet preparations.

353,564.—"Claren." John C. Freeland, doing business as the Jonfre Co., Danbury, Conn. (Sept., 1933).—Foot deodorant.

353,602.—"Vaseline." Chesebrough Manufacturing Co., Consolidated, New York. (Apr., 1932).—Lip sticks and lip pomades.

353,625.—"Redux." Thomas Wellesley Peart, Hamilton, Ont. (Aug. 18, 1932).—Reducing preparation.

353,693.—See illustration. Tattoo, Inc., Chicago, Ill. (Aug. 8, 1932).—Lipsticks and rouge.

353,708.—"Hollywood." Colgate-Palmolive-Peet Co., Jersey City, N. J. (June 1, 1934).—Toilet soap.

353,724, 353,725.—"Calsiban," "Perzone," respectively. Perkins Soap Co., Springfield, Mass. (Jan., 1932; Feb., 1933, respectively).—Soap.

353,737.—"Rosamond." Superior Laboratories, Inc., Cleveland, O. (Mar. 10, 1932).—Tooth powder and face creams.

353,738.—"Silver Crown." Lynn Suttle, doing business as Silver Crown Remedies, Kingston, N. Y. (June 20, 1934).—Hair tonic.

353,743.—"manicare." Allcock Manufacturing Co., Ossining, N. Y. (July 6, 1934).—Manicuring preparations.

353,793.—"Esquire." American Safety Razor Corp., Brooklyn, N. Y. (June 28, 1934).—Shaving soap and shaving cream.

353,820.—"Vigum." Emma E. Raiche, doing business as Vigum Laboratories Co. Milwaukee, Wis. (June 12, 1934).—Tooth powder.

354,111.—"Celeste." Celeste Products, Philadelphia, Pa. (June 25, 1934).—Shampoo powder.

354,155.—"Osme." Michel Gourland, New York. (May 15, 1934).—Bath softening and perfuming lotion.

354,277.—"Per-fu-stix." W. L. Colquitt & Co., Baltimore, Md. (July 16, 1934).—Perfumes in stick form.

354,317.—"Revelation." Nassour Bros., Inc., Ltd., Los Angeles, Cal. (July 19, 1934).—Soap.

354,334.—"Meteor." Lebanon Wholesale Grocer Co., Lebanon, Mo. (July, 1914).—Flavoring extracts.

354,470.—"Myon." Myon, Inc., New York. (Oct. 6, 1932).—Toilet preparations.

354,576.—"Diplomat." Charles S. Pearsall, New York. (July 27, 1934).—Toilet preparations.

354,657.—"Escapade." Lenthéric, Inc., New York. (July 9, 1934).—Perfumes.

Trade Mark Registrations Granted (Act of March 19, 1920)

These registrations are not subject to opposition:

M316,160, M316,162.—"Dr. Nebb's." Neisner Brothers, Inc., Rochester, N. Y. (June 2, 1932. Serial Nos. 338,987, 338,988, respectively).—Mouth wash, baby powder, tooth paste; soap and shaving cream, respectively.

M316,377.—"Lucille Adams." Lucille Adams, doing business as Mrs. W. E. Adams & Son, Charles Town, W. Va. (Apr. 25, 1933. Serial No. 351,601).—Dandruff preparation.

M316,381.—"Talc-Tabs." General Desserts Corp., New York. (June 26, 1933. Serial No. 343,988).—Toilet powder.

M316,382.—"Maynard." Maynard, Inc., Chicago, Ill. (Feb. 10, 1930. Serial No. 347,864).—Toilet preparations.

M316,385.—"Ann Rovon." Ann Rovon, Inc., New York. (May, 1933. Serial No. 346,279).—Toilet preparations.

M316,389.—"Weber & Frerichs." Weber & Frerichs, Long Island City, N. Y. (Jan. 2, 1929. Serial No. 353,418).—Hair tonic and hair cleanser.

M316,391.—"V. Sabbatelli's." Victor Sabbatelli, Elizabeth, N. J. (November, 1932. Serial No. 352,199).—Hair tonic.

M317,138.—"Glendale." Clover Farms Stores Corp., Cleveland, O. (1930. Serial No. 344,634).—Flavoring extracts.

M317,143.—"Tru-Fragrance." Moller Brothers, Chicago, Ill. (June 29, 1933. Serial No. 347,151).—Perfume and incense.

Patents Granted

Consideration of space prevents our publishing numerous claims and specifications connected with these patents. Those interested can secure copies of patents by ordering them by number at 10¢ each from Commissioner of Patents, Washington, D. C.

1,969,822. Closure for containers. Henry J. Schroeder, San Antonio, Tex.

(Continued on Page 382)

Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

Almond Bit., per lb.	\$2.20@	\$2.40
S. P. A.	2.50@	2.70
Sweet True	.65@	.70
Apricot Kernel	.26@	.30
Amber, crude	.24@	.30
rectified	.50@	.60
Ambrette, oz.	46.00@	
Amyris balsamifera	3.00@	3.25
Angelica root	50.00@	60.00
seed	65.00@	80.00
Anise, U. S. P.	.46@	.52
Araucaria	1.75@	1.85
Aspic (spike) Span.	.93@	1.10
French	1.25@	1.50
Balsam, Peru	5.75@	6.25
Balsam, Tolu, oz.	4.25@	
Basil (oz.)	2.35@	
Bay	1.65@	2.00
Bergamot	1.90@	2.25
Birch, sweet N. C.	1.50@	1.75
Penn. and Conn.	2.15@	3.00
Birchtar, crude	.15@	
Birchtar, rectified	.75@	
Bois de Rose	1.50@	2.85
Cade, U. S. P.	.30@	.33
Cajeput	.55@	1.00
Calamus	3.50@	
Camphor "white"	.26@	.30
Cananga, Javanative	2.20@	2.35
rectified	2.75@	3.00
Caraway	2.00@	
Cardamon, Ceylon	14.00@	25.00
Cascarilla	60.00@	
Cassia, 80@85 p. c.	1.05@	
rectified, U. S. P.	1.25@	1.40
Cedar leaf	.70@	.75
Cedar wood	.33@	.38
Cedrat	4.15@	
Celery	12.00@	15.00
Chamomile (oz.)	3.00@	7.00
Cherry laurel	12.00@	
Cinnamon, Ceylon	12.00@	20.00
Cinnamon, Leaf	2.25@	
Citronella, Ceylon	.35@	.40
Java	.40@	.46
Cloves Zanzibar	.95@	1.07
Cognac	18.00@	21.00
Copaiba	.57@	.62
Coriander	3.60@	
Croton	1.90@	2.15
Cubebs	2.65@	
Cumin	9.00@	
Curacao peels	5.25@	
Curcuma	3.00@	
Cypress	4.35@	4.75
Dillseed	3.60@	4.25
Elemi	1.45@	
Erigeron	1.30@	1.60
Estragon	38.00@	
Eucalyptus	.30@	.32
Fennel, Sweet	1.25@	1.45
Galbanum	26.00@	
Galanol	24.00@	
Geranium, Rose		
Algerian	6.00@	6.50
Bourbon	5.75@	6.00
Spanish	16.00@	
Turkish	2.10@	2.25
Ginger	3.40@	3.75
Wintergreen	3.00@	3.15
Grape Fruit	3.00@	
Conc.	24.00@	

Guaiac (Wood)	2.35@	
Hemlock	.73@	.80
Hops (oz.)	9.00@	
Horsemint	2.85@	
Hyssop	40.00@	
Juniper Berries	1.50@	1.65
Juniper Wood	.60@	.62
Laurel	15.00@	
Lavender, English	32.00@	
French	2.65@	5.00
Lemon, Italian	1.15@	1.65
Calif.	.60@	.75
Lemongrass	1.20@	1.45
Limes, distilled	5.75@	7.00
expressed	9.00@	11.00
Linaloe	1.40@	1.50
Lovage	35.00@	
Mace, distilled	1.50@	
Mandarin	4.75@	7.50
Marjoram	6.25@	
Melissa	5.00@	
Mirbane (see Nitrobenzol)		
Mustard, genuine	8.50@	10.00
artificial	2.15@	2.40
Myrrh	10.00@	
Myrtle	4.00@	
Neroli, Bigarade, p.	55.00@	125.00
Petale, extra	70.00@	150.00
Niaouli	3.45@	
Nutmeg	1.50@	
Olibanum	6.50@	
Orange, bitter	2.00@	
sweet, W. Indian.	1.90@	2.15
Italian	1.85@	2.10
Spanish	2.80@	3.00
Calif. exp.	2.25@	
dist.	.75@	
Origanum, Spanish	.85@	1.00
Orris root, con (oz.)	4.00@	5.00
Orris root, abs. (oz.)	35.00@	50.00
Orris Liquid	18.00@	25.00
Parsley	6.50@	
Patchouli	3.00@	3.35
Pennyroyal, Amer.	2.15@	2.40
French	1.55@	1.65
Pepper, black	6.00@	6.50
Peppermint, natural	3.55@	3.75
Redistilled	3.65@	4.00
Petitgrain	1.40@	1.65
French	2.35@	2.50
Pimento	1.30@	2.30
Pine cones	3.00@	
Pine needles, Siberia	.90@	
Pinus Sylvestris	2.00@	2.15
Pumilionis	2.20@	
Rhodium, imitation	2.00@	4.50
Rose, Bulgaria (oz.)	6.00@	20.00
Rosemary, French	.40@	.50
Spanish	.36@	.40
Rue	2.50@	
Sage	2.15@	
Sage, Clary	30.00@	
Sandalwood, East		
India	6.00@	7.00
Australia	6.25@	
Sassafras, natural	.85@	.90
artificial	.43@	.48
Savin, French	1.85@	2.00
Spearmint	2.15@	2.40
Snake root	8.00@	10.00
Spruce	.73@	.80
Styrax	7.00@	

Tansy	2.20@	2.35
Thyme, red	.60@	.70
White	.90@	1.00
Valerian	10.50@	
Verbena	3.75@	7.00
Vetivert, Bourbon	7.00@	8.00
Java	10.00@	25.00
East Indian	30.00@	
Wine, heavy	1.40@	
Wintergreen, S'thern	3.00@	
Penn. & Conn.	5.00@	8.00
Wormseed	2.40@	2.60
Wormwood	3.25@	3.50
Ylang-Ylang, Manila	29.00@	35.00
Bourbon	7.00@	8.00

TERPENELESS OILS

Bay	4.00@	
Bergamot	6.00@	
Clove	4.00@	5.00
Coriander	20.00@	
Geranium	8.00@	12.50
Grapefruit	45.00@	
Sesquiterless	85.00@	
Lavender	5.50@	8.00
Lemon	6.75@	14.50
Lime, Ex.	50.00@	
Orange, sweet	78.00@	90.00
bitter	90.00@	115.00
Petitgrain	4.00@	
Rosemary	2.50@	
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U. S. P.		
VIII	2.65@	3.00
Alcoholic	3.00@	
Cubeb	3.25@	
Ginger, U.S.P. VIII	2.00@	
Alcoholic	3.25@	
Malefern	1.45@	1.60
Oak Moss	6.00@	15.00
Olibanum	3.25@	
Orris	17.00@	28.00
Patchouli	16.50@	18.00
Pepper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	5.00@	7.50

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	2.00@	3.00
Acetyl iso-eugenol	9.00@	
Alcohol C 8	14.00@	20.00
C 9	26.00@	40.00
C 10	18.00@	30.00
C 11	30.00@	40.00
C 12	14.00@	25.00
Aldehyde C 8	28.00@	
C 9	45.00@	70.00
C 10	30.00@	60.00
C 11	35.00@	50.00
C 12	32.00@	60.00
C 14 (so-called)	15.00@	35.00
C 16 (so-called)	17.50@	30.00
Amyl Acetate	.85@	1.00
Amyl Butyrate	1.00@	1.25
Amyl Cinnamate	2.50@	
Amyl Cinnamic Alde-		
hyde	3.90@	4.00
Amyl Formate	1.60@	1.90

Amyl Phenyl Acetate	3.60@	4.00
Amyl Salicylate	.75@	
Amyl Valerate	2.40@	
Anethol	1.15@	1.25
Anisic Aldehyde	3.35@	
Benzaldehyde, U.S.P.	1.45@	
F. F. C.	1.55@	1.90
Benzophenone	2.00@	4.00
Benzyl Acetate	.70@	.85
Benzyl Alcohol	.95@	1.50
Benzyl Benzoate	1.05@	2.00
Benzyl Butyrate	5.50@	6.25
Benzyl Cinnamate	7.00@	9.00
Benzyl Formate	2.90@	3.25
Benzyl Iso-eugenol	15.00@	25.00
Benzylidenacetone	2.50@	4.00
Borneol	1.75@	2.00
Bornyl Acetate	2.00@	6.00
Bromstyrol	4.00@	5.00
Butyl Acetate	.60@	
Butyl Propionate	2.00@	
Butyraldehyde	12.00@	
Carvene	1.15@	
Carvol	3.25@	4.00
Cinnamic Acid	4.00@	
Cinnamic Alcohol	3.25@	3.50
Cinnamic Aldehyde	2.50@	3.50
Cinnamyl Acetate	10.00@	12.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	2.50@	3.00
Citronellal	2.40@	3.00
Citronellol	2.25@	2.75
Citronellyl Acetate	3.75@	
Coumarin	3.50@	
Cuminic Aldehyde	62.00@	
Dibutylphthalate	.30@	.36
Diethylphthalate	.32@	.37
Dimethyl		
Anthranilate	6.25@	7.00
Dimethyl Hydroqui-		
none	3.75@	5.00
Dimethylphthalate	.50@	.60
Diphenylmethane	1.75@	2.45
Diphenyl oxide	1.20@	
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	5.50@	6.00
Ethyl Benzoate	1.20@	
Ethyl Butyrate	1.00@	
Ethyl Cinnamate	4.50@	
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.40@	2.50
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	15.00@	20.00
Eucalyptol	.60@	1.00
Eugenol	2.60@	3.50
Geraniol, dom.	2.00@	6.00
Geranyl Acetate	2.90@	4.00
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	5.00@	7.00
Heliotropin, dom.	2.10@	2.40
foreign	2.50@	
Hydratropic Al'hyde	25.00@	27.50
Hydroxycitronellal	3.60@	10.00
Indol, C. P. (oz.)	2.25@	5.00
Iso-borneol	2.30@	
Iso-butyl Acetate	2.65@	
Iso-butyl Benzoate	2.75@	3.25
Iso-butyl Salicylate	3.00@	6.00
Iso-eugenol	3.50@	4.50
Iso-safrol	1.75@	
Linalool	1.90@	2.75
Linalyl Acetate 90%	2.50@	2.75
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	10.00@	12.00
Menthol, Japan	2.75@	3.50
Synthetic	2.25@	3.00
Methyl Aceto-		
phenone	2.20@	3.00

Methyl Anthranilate	2.50@	3.00
Methyl Benzoate	1.40@	1.75
Methyl Cinnamate	3.50@	
Methyl Eugenol	2.90@	6.75
Methyl Heptenone	3.75@	6.00
Methyl Heptyne C'b.	20.00@	36.00
Methyl Iso-eugenol	8.50@	12.50
Methyl Octine Carb.	24.00@	32.00
Methyl Paracresol	4.65@	6.00
Methyl Phenylacetate	2.65@	3.00
Methyl Salicylate	.42@	.50
Musk Ambrette	6.60@	7.50
Ketone	7.50@	9.50
Xylene	2.50@	3.00
Nerolin (ethyl ester)	1.50@	1.75
Nitrobenzol	.15@	
Nonyl Acetate	48.00@	
Octyl Acetate	32.00@	
Paracresol Acetate	5.25@	6.00
Paracresol Methyl		
Ether	3.50@	5.00
Paracresol Phenyl-		
Acetate	14.00@	20.00
Para Cymene. (gal.)	1.25@	1.65
Phenylacetaldehyde		
50%	5.00@	7.00
100%	8.50@	10.50
Phenylacetic Acid	2.50@	4.00
Phenylethyl Acetate	7.50@	10.00
Phenylethyl Alcohol	4.25@	4.75
Phenylethyl		
Anthranilate	16.00@	
Phenylethyl But'rate	12.00@	16.00
Phenylethyl Formate	18.00@	
Phenylethyl Pro-		
pionate	12.00@	
Phenylethyl Val'rate	16.00@	
Phenylpropyl Acet.	8.00@	11.00
Phenylpropyl Alc'hol	6.00@	12.00
Phenylpropyl Alde-		
hyde	8.00@	12.00
Rhodinol	8.00@	20.00
Safrol	.48@	.53
Santalyl Acetate	22.50@	
Skatol, C. P. (oz.)	7.00@	10.00
Styralyl Acetate	20.00@	
Styralyl Alcohol	20.00@	
Terpineol, C. P.	.36@	.40
Terpinyl Acetate	.90@	1.15
Thymene	.35@	
Thymol	1.90@	2.75
Vanillin (clove oil)	4.25@	5.00
(guaiacol)	4.00@	4.75
Vetivervl Acetate	21.00@	25.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl		
ester)	1.50@	1.75
BEANS		
Tonka Beans, Para.	1.15@	1.40
Angostura	2.40@	2.50
Vanilla Beans		
Mexican, whole	3.25@	4.25
Mexican, cut	3.25@	3.65
Bourbon, whole	2.90@	4.00
South American	2.75@	3.00
SUNDRIES AND DRUGS		
Acetone	.11@	.15
Alcohol, 190-pf. gal.	4.12½@	4.29½
Almond meal	.21@	.25
Alum, potash	.03¼@	.03½
Aluminum chloride	.10@	
Ambergris	32.50@	Nom.
Balsam, Copaiba	.38@	.40
Peru	2.10@	2.35
Tolu	.80@	1.10
Fir, Canada, gal.	9.00@	12.00
Oregon	1.25@	1.50
Beeswax, white	.40@	.45
Yellow	.24@	.30

Bismuth sub-nitrate	1.40@	
Boric Acid, ton.	105.00@	115.00
Calamine	.16@	.20
Calcium, phosphate.	.08@	.08½
Ph'phate, tri-basic	.13@	.15
Sulfate	.03¾@	.04
Camphor	.53@	.65
Cardamon seed	.65@	
Castoreum	17.50@	
Chalk, precip.	.03½@	.06½
Cetyl Alcohol	.75@	1.50
Pure	1.90@	2.15
Cherry laurel water,		
gal.	1.25@	
Citric acid	.30@	.35
Civet, ounce	3.75@	4.50
Cocoa butter	.12@	.15
Clay, Colloidal	.03@	.03½
Formaldehyde	.06@	.06½
Fuller's Earth, ton.	16.00@	30.00
Formic acid	.12@	.16
Fatty Acids (See Soap Sec.)		
Guarana	.75@	1.25
Gum Arabic, white.	.20@	.22
Amber	.09½@	.12
Gum Benzoin, Siam	1.30@	1.50
Sumatra	.24@	.30
Gum galbanum	1.05@	1.15
Gum myrrh	.30@	.40
Henna, powd.	.15@	.28
Hydrogen peroxide.	.05@	.08
Kaolin	.06@	.08
Labdanum	3.50@	5.50
Lanolin, hydrous	.18@	.22
anhydrous	.20@	.24
Lavender flowers	.24@	.55
Magnesium, Carbon-		
ate	.06¾@	.07½
Stearate	.19@	.25
Sulfate	.02½@	.03
Musk, ounce	15.00@	25.00
Oils, Vegetable (See Soap Sec.)		
Olibanum, tears	.13@	.30
siftings	.08@	.13
Orange flower water,		
gal.	1.50@	
Orange flowers	.30@	.90
Orris root, powd.	.20@	.75
Paraffin	.04½@	.07
Patchouli leaves	.16@	.20
Petrolatum, white	.07@	.11
Phenol	.16@	.20
Potassium, Carbonate	.13@	.16
Hydroxide	.07¼@	
Quince seed	.60@	1.00
Reseda flowers	1.50@	1.65
Rhubarb root, powd.	.28@	.50
Rice starch	.12@	.15
Rose leaves, red	1.40@	1.75
Rose water, gal.	1.25@	
Salicylic acid	.40@	.45
Sandalwood Chips	.45@	.50
Saponin	1.75@	
Soap, neutral white	.19@	.23
Sodium, Carb. crys.	.01¾@	.02¼
Phosphate, tribasic	.02½@	.04
Spermacet	.22@	.25
Styrax	.40@	3.25
Sulfur, precip	.17@	.20
Tartaric acid	.27@	.30
Titanium oxide	.22@	.25
Tragacanth, No. 1—	1.20@	1.50
Triethenalomine	.45@	.50
Venice turpentine, gal.	.30@	
Vetivert root	.30@	
Violet flowers	.95@	1.15
Zinc Peroxide	1.10@	1.75
Oxide	.13½@	.15
Stearate	.21@	.28

New York Market Report

THE market for essential oils has improved quite sharply during the first two weeks of September. Both July and August were slack months with business limited to small lots excepting in one or two industries of a seasonal character where quantity purchases were necessary. Total volume of these small orders was fairly large but the business could hardly be called profitable. Following the Summer and the Labor Day Holiday, however, there was an immediate and fairly sharp resumption in business and sellers believe that the Autumn and Winter will be good.

Prices on the whole are inclined toward firmness. Import quotations on floral products are higher and the market here is feeling this. Domestic oils are in a strong position due to well confirmed reports of a rather short crop in both peppermint and spearmint. Competition keeps prices of citrus oils down. In the synthetic list, there has been a sharp cut in the prices of both clove oil and guaiacol vanillin. Most of the other synthetics and derivatives remain steady with demand improving and a tendency on the part of holders to demand full prices where they were shading during the dull period.

Report on Floral Crops

(Special Correspondence)

GRASSE, September 1.—The jasmin crop is in progress under fairly favorable conditions. Rather cool weather hampering the blossoming and manufacturing process, the results, known thus far, seem to be somewhat below the best. The price of the flowers has been fixed at 8 francs per kilo at the field against 6.50 francs delivered at the factory in 1933. If September does not bring any change, an increase of at least 40 per cent in prices of jasmin products is to be expected.

The distillation of lavender is progressing normally. The purchase price for flowers has advanced to 110 francs per 100 kilos and while prices of oil vary, some are holding at considerably higher levels. The matter of price is looked upon very differently by different producers, their ideas varying with the difference in the size of the crop and the yield in different sections of the lavender region. Buyers continue rather passive and are in no case pressing to fill their requirements. At the different fairs which are held periodically in the centers of lavender production, there are few sales of any importance and those which are made are too small to serve as a basis for estimating final prices in the market for this oil.

Mint is a normal crop in proportion to the size of the plantations, especially in easily cultivated sections where an appreciable increase in the fields under cultivation is noticeable.

The same thing is true in geranium, the cultivation of which seems to be more interesting as we may judge by some important plantations which are very well cared for.

Clary sage will be only an insignificant crop, most of the plantations not having been replanted because of the slackening in the demand for this oil.

As for the tuberose, the few plantations which remain seems to be cultivated principally to prevent in some measure the disappearance of the bulbs.

Prices of Soap Materials

Tallow and Grease

Tallow, N. Y. C. extra	\$0.04 1/2 @	
Edible05 3/4 @	
Fancy06 3/4 @	
Grease white04 5/8 @	
House04 1/2 @	
Yellow04 1/2 @	
Lard07 5/8 @	.11

Fatty Acids

Coconut Oil, 98% Saponifiable, tanks ..	.03 3/4 @	
Corn Oil, 95% T.F.A. tanks05 @	
Red Oil, distilled, tanks05 @	
Saponified05 1/2 @	
Stearic Acid, single pressed09 @	
Double pressed09 1/2 @	
Triple pressed12 1/4 @	

Soap Making Oils

Castor No. 1, tanks09 1/2 @	
No. 3, tanks09 @	
Coconut, Ceylon Grade, tanks02 1/4 @	
Cochin grade, tanks03 @	
Manila grade, tanks02 1/2 @	
Corn, crude, Midwest mill, tanks06 1/2 @	
Cotton, crude, Southeast, tanks04 1/2 @	
Refined05 3/4 @	Nom.
Foots, 50% T.F.A.01 1/2 @	
Lard, common No. 1 barrels07 1/4 @	
Olive, denatured, max. 5% F.F.A. drums, gal.84 @	.86
Foots, Prime, green, barrels07 1/4 @	
Palm, Lagos, max. 20% F.F.A., drums ..	.03 3/4 @	
Niger, casks03 1/4 @	
Palm, kernel, tanks03 1/4 @	
Peanut, crude, barrels08 1/2 @	
Refined, barrels09 1/2 @	
Soya beans, max. 2% F.F.A., Midwest mill, tanks06 1/2 @	
Tallow, acidless, barrels07 1/2 @	
Whale, Crude No. 1, Coast, tanks04 @	
Refined, barrels06 7/8 @	.07 3/4

Glycerine

Chemically pure, drums extra13 1/2 @	.15
Dynamite, drums included13 @	.13 1/2
Saponification, drums09 3/4 @	
Soap, lye08 3/4 @	

Rosin

Barrels of 280 pounds			
B	\$5.35	K	\$5.60
D	5.45	M	5.65
E	5.50	N	5.90
F	5.57 1/2	W.G.	6.25
G	5.57 1/2	W.W.	6.50
H	5.60	X	6.50
I	5.60	Wood	4.30

Chemicals

Acid, muriatic, 18°, 100 pounds	\$1.00 @	1.60
Sulfuric, 60°, ton	11.00 @	
66°, ton	15.50 @	
Borax, crystals, carlot, ton	42.00 @	71.00
Cyclohexanol (Hexalin)30 @	
Naphtha, cleaners, tank cars05 @	.05 1/2
Potassium, carbonate, 80@85%07 @	
Hydroxide (Caustic potash) 88@ ..		
92%07 1/4 @	
Salt, works, ton	11.50 @	14.00
Sodium carbonate (Soda ash) 58% ..		
light, 100 pounds	1.23 @	2.37
Hydroxide (Caustic Soda) 76% ..		
Solid, 100 pounds	2.60 @	3.75
Silicate 40°, drums, works, 100 pounds80 @	
Sulfate, anhydrous02 1/4 @	.03
Phosphate, tri-basic02 1/2 @	.03
Zinc oxide05 3/4 @	

How Sales Promotion Works

(Continued from Page 331)

Too often these points are not known or considered carefully enough by the man who foots the bills.

Trade publications are in a class by themselves, and the smart manufacturer knows it is safe to tell his story in their pages, because they are read by the very people he's trying to do business with; knows they aid in his distribution because they promote good-will in the trade by keeping manufacturing interests before the market in which they move and have their being. This cannot be said of all consumer media.

A direct tie-up with trade paper advertising is frequently more readily attained by consumer advertising in local newspapers in the city or cities in which distribution and sales are being carried on. If the advertising appropriation is large enough, consumer magazine advertising may precede or appear simultaneously with the local campaign. If the latter is done over the store name—which can be accomplished in a number of ways—so much more effective will it be.

And *all* advertising should be reproduced in portfolio form for salesmen and sales promotion director to merchandise. Attention thus directed to it reinforces and emphasizes its reality and enhances its value. That it should be timely, subtle propaganda, promote the proper sales items in the proper way psychologically, goes without saying. A whole volume could be devoted to right and wrong toilet goods advertising, and its consequent success or failure, according to the sales psychology employed, some of which falls wide of the mark indeed, some of which is definitely productive of results.

The same thing applies to radio advertising, an entirely separate field, and far too little is known among manufacturers about it, as yet, though it is a medium productive of sales which can be checked like any other. The successful sales promotion specialist must explore all these possibilities and report accurately upon their potential effectiveness. It is her job to save money, time and effort for the particular manufacturer upon whose promotion she is engaged, which, expended in the *right* channels for him, will net results in sales; spent in the wrong direction, will waste all three.

One thing every manufacturer should realize is the fact that if his product is accepted by the class market *first*, the mass market will follow. The reverse is *never* true. If a manufacturer in his distribution plans hopes to advertise and promote his product in both markets, and begins with mass advertising and promotion methods, he is doomed to disappointment. If, however, he begins by including the *best* trade and consumer publications; the *finest* department and drug stores, and specialty shops, and having lined them up devotes his efforts in that direction, Park and Fifth avenues, and Main street throughout the country will buy his product, and because *they* do, *the mass market is sure to follow*. But if Sally Jones, Lizzie Smith, Tom, Dick and Harry are catered to at the start, Mrs. Extremely Exclusive, Miss Smartly Sophisticated, Mrs. Price No Object, will either be totally unaware of or indifferent to his product. Of *course* the mass market is larger, and if part of a crop satisfies him, there is no more to be said about it. If, on the other hand, he would like to enjoy a full harvest he must remember that the class

market will bring him prestige, which predicates the full crop of profit.

On a trip I made which lasted six weeks, twenty-three cities and towns were contacted. In some of them the product was unknown, despite the fact that a sales force had covered most of them before. Not that the men employed by the firm had neglected these outlets, but in some cases there had not been time to spend doing the necessary promotion work, in others the product had been tried out and, according to the buyers and merchandise managers, the public in that particular territory had not responded with sufficient interest to warrant consistent reorders.

The product was unusual in appeal, the package attractive, the price right. Why the apathy on the part of store and consumer? The answer in several cases, was half-hearted effort. In others insufficient knowledge of the product in the stores. The remedy was obvious.

First, completely familiarizing the stores with the selling potentialities, passing along the many interesting facts concerning the product itself; explaining how a customer's casual comment could be stimulated into a desire to buy it and how to be sure that the *right* items were sold to women for whom they were best adapted, resulting in satisfaction and resales; enthusing store executives about the product by describing its *uses* in detail and *why* the sales possibilities were unique, and in some cases, spending a few hours behind the counter, showing by actually *selling* the product how it *could* be sold by the methods previously outlined; working with the advertising manager of a store to map out a campaign that would net results; addressing a toilet goods department, imparting knowledge of the product and how to sell it, devoting at least five or ten minutes to permitting and encouraging the sales women to ask questions about the product and answering these questions in a way that would enable them in turn to reply to customers intelligently and practically; seeing to it that real co-operation in the form of sales letters and literature were left with the buyer and the head of the personnel department—all these tangible things and many more that had to be devised in each case and recommended to fit in specifically with the store program in each outlet. For *no two stores* have *exactly* the *same* problem; the human equation involved makes each local condition different from the other, and these must be carefully weighed and balanced before advice in merchandising the product in each particular outlet is given.

Twenty-one out of the twenty-three cities and stores were lined up on that one trip. In order to see that the momentum thus gained is not lost, the visit must be followed up by correspondence on the return of the sales promotion director to the home office. And the territory thus revived should be kept so, the information acquired passed along to the salesmen, and before too long a time has elapsed, another promotion trip made. The increased distribution thus secured, the consequent reorders obtained, more than justifies the expense, time and effort involved.

Not only is the manufacturer gratified at the results obtained by adequate sales promotion, the salesmen themselves welcome into their respective territories the advent of promotion that stimulates sales and reorders, and they co-operate heartily with the plans advanced

and are enthusiastic boosters for ideas and suggestions that help them do a more effective job. Store owners, merchandise managers and buyers are equally co-operative, glad to have their sales people know more about the products they are selling and are pleased with the unifying effect productive of increased sales and satisfied customers.

Why not, indeed? Working toward a common goal, these various factors all contribute to the ultimate result—prestige and profit, and that, in the final analysis, is the real reason for business.

Patents and Trademarks

(Continued from Page 377)

- 1,969,874. Tooth cleaning device and composition. Sidney H. Butterfield, assignor to Cora C. Butterfield, both of Jackson, Mich.
 1,969,905. Dispensing device. Hyman R. Segal, New York.
 1,970,015. Soap holding device. Frank B. Morrison, assignor to Clyde W. Morrison, both of Marion, O.
 1,970,505. Container closure. Winfred T. Parkin, assignor to Theodore W. Foster & Bro. Co., both of Providence, R. I.
 1,970,557. Receptacle closure for sifter cans. Alfred I. Cone, New York.
 1,970,615. Lip stick. August Mitchell, New York, assignor to the Scovill Manufacturing Co., Waterbury, Conn.
 1,970,631. Collapsible tube. Ray W. Sherman, Flushing, N. Y.
 1,970,831. Liquid dauber. Edward P. Allen, St. Louis, Mo.
 1,971,127. Dispensing container. Dwight C. Arnold, West Newton, Mass., and Everett D. Copeland, Quincy, Mass., assignors to Arnold-Copeland Co., Inc., Boston, Mass.
 1,971,307. Closure. Leslie R. N. Carvalho, assignor to the Closure Service Co., both of Toledo, O.
 1,971,371. Dispenser closure. John H. Donnelly, Baltimore, Md.
 1,971,375. Soap. Lester F. Hoyt, East Aurora, N. Y., assignor to Larkin Co., Inc., Buffalo, N. Y.
 1,971,536. Container closure. Merrill L. Rathbun, Lockport, N. Y.
 1,971,910. Solid flavoring composition. Carroll L. Griffith, assignor to the Griffith Laboratories, Inc., both of Chicago, Ill.
 1,972,087. Closure. James P. Burke, Wayne, N. J.
 1,972,280. Sealed package. Louis A. Von Till, Brooklyn, N. Y., assignor to the Anchor Cap & Closure Corp., Long Island City, N. Y.
 1,972,344. Tube closure. William E. Jackson, Compton, Cal.
 1,972,358. Bottle cap. Arthur R. Pollock, Piqua, O., assignor to the Toledo Bottle Cap Co., Toledo, O.
 1,972,458. Dry powdered soap composition. Leonard H. Phillips, Somerville, Mass.
 1,972,472. Lip stick holder. Jack Boness and Hyman Boness, Montreal, Que.
 1,972,481. Cap mounting means. John A. Gray, Oakland, Cal.
 1,972,542. Bottle closure. Henry F. Teichmann, Washington, Pa.
 1,972,793. Collapsible tube. Frank P. Prendergast, Dagus Mines, Pa.
 1,972,901. Sifter top can. John F. Peters, Leonia, N. J., assignor to the American Can Co., New York.
 1,973,256. Dispensing container. Benjamin I. Hughes, Knoxville, Tenn.
 1,973,433. Vanity case. Harry C. Foster, Cranston, R. I.
 1,973,459. Automatic closure for outlet ends of dispensing receptacles. Guy B. Anderson, assignor of one-half to Sophie B. Dickman, both of Baltimore, Md.

Designs Patented

- 93,052. Design for a lip rouge container. Preston H. Scott, Montclair, N. J.
 93,062, to 93,077, inclusive. Designs for bottles. Edward G. Westlake, assignor to Marshall Field & Co., both of Chicago, Ill.
 93,116, 93,117. Designs for bottles. Walter R. Leach, assignor to the Carr-Lowrey Glass Co., both of Baltimore, Md.
 93,147. Design for a bottle. Helena J. Titus, New York.
 93,193. Design for a bottle. George B. Laufer, St. Louis, Mo.
 93,286. Design for a bottle. John H. Peterson, Baltimore, Md.
 93,317, 93,318. Designs for vanity cases. David H. Zell, Brooklyn, N. Y.

DESIDERATA

By

Maison G. de Navarre, Ph.C., B.S.

Cucumber Juice

About this time each year every one thinks about making a little cucumber juice for preparations he expects to make next year. One of the best ways we know of is to grind clean whole cucumbers from which the juice is then expressed. Boil the juice for a few minutes, strain, add about 25 to 30% of alcohol or preservative or both, allow to stand a day or two and filter into storage bottles. This is an old tried recipe and works well.

Oily Nail Enamel Remover

This is another misnomer in the cosmetic field. The preparations this writer has seen and tested show about 3 to 5% of oil dissolved in volatile solvent, whose nature is very little different from the usual solvent. To make the product seem more oily, we might suggest the use of heavier bodied solvents. You might try the use of butyl stearate in this type of product, or castor oil, or for that matter any oily body that will not interfere with the solvent properties.

Hand Lotion

Here is a suggestion that may surprise you, we hope pleasantly. Karaya gum has a better feel on the skin than has tragacanth. But to get the honey and almond type these are not recommended, quince slime being the one that works best. To get a pearly product without the use of almond oil, beeswax or borax, make the usual vanishing cream with triethanolamine but double the water content. Mix this with the quince slime in the ratio of 1 part of vanishing cream, 1 part of slime and 1 part of water or any other ratio you think you like. The formula works in spite of the abuse you may put it to.

Cuticle Remover

One of the difficulties with this type of preparation is precipitation. One of the easiest ways to get away from this is to use tri-sodium phosphate alone as the alkali. Clear solutions are readily made that do not have to be packed in frosted bottles. Use the same amount of tri-sodium phosphate as you do alkali hydroxide, carbonates or borates.

Brushless Shaving Cream

As far as we can learn, the addition of a sulfonated oil rather than a sulfonated alcohol to a brushless shaving cream may be a new idea. Maybe it isn't. Anyway, the addition of about 10 or 15% of sulfonated olive or castor oil to a brushless type of shaving cream gives it a desirable property. The soapy ingredients penetrate to every hair root, softening the hair and making it easier to mow down with the razor.

